RADIO DIRECTORY

1937 · 1938

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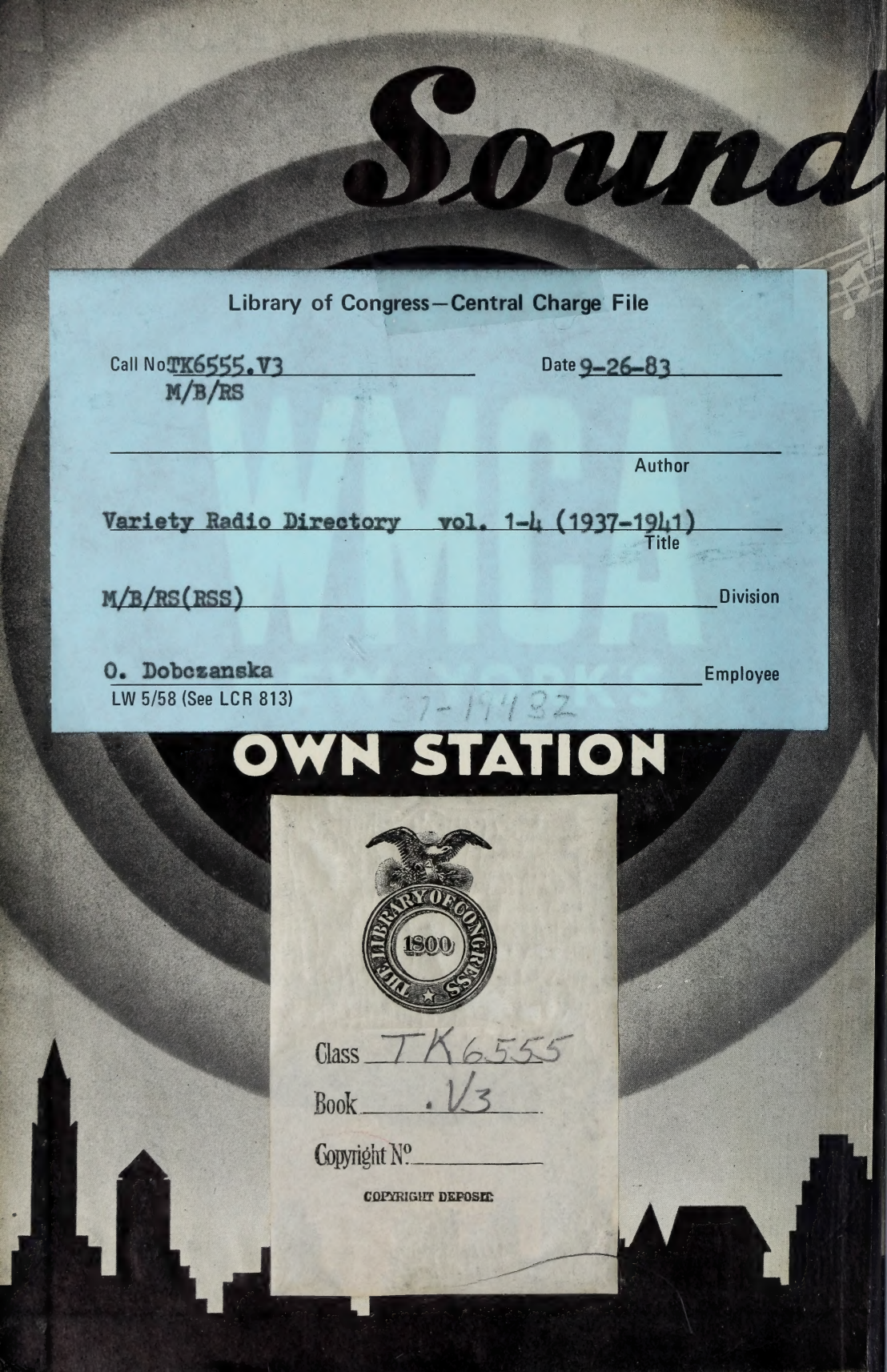
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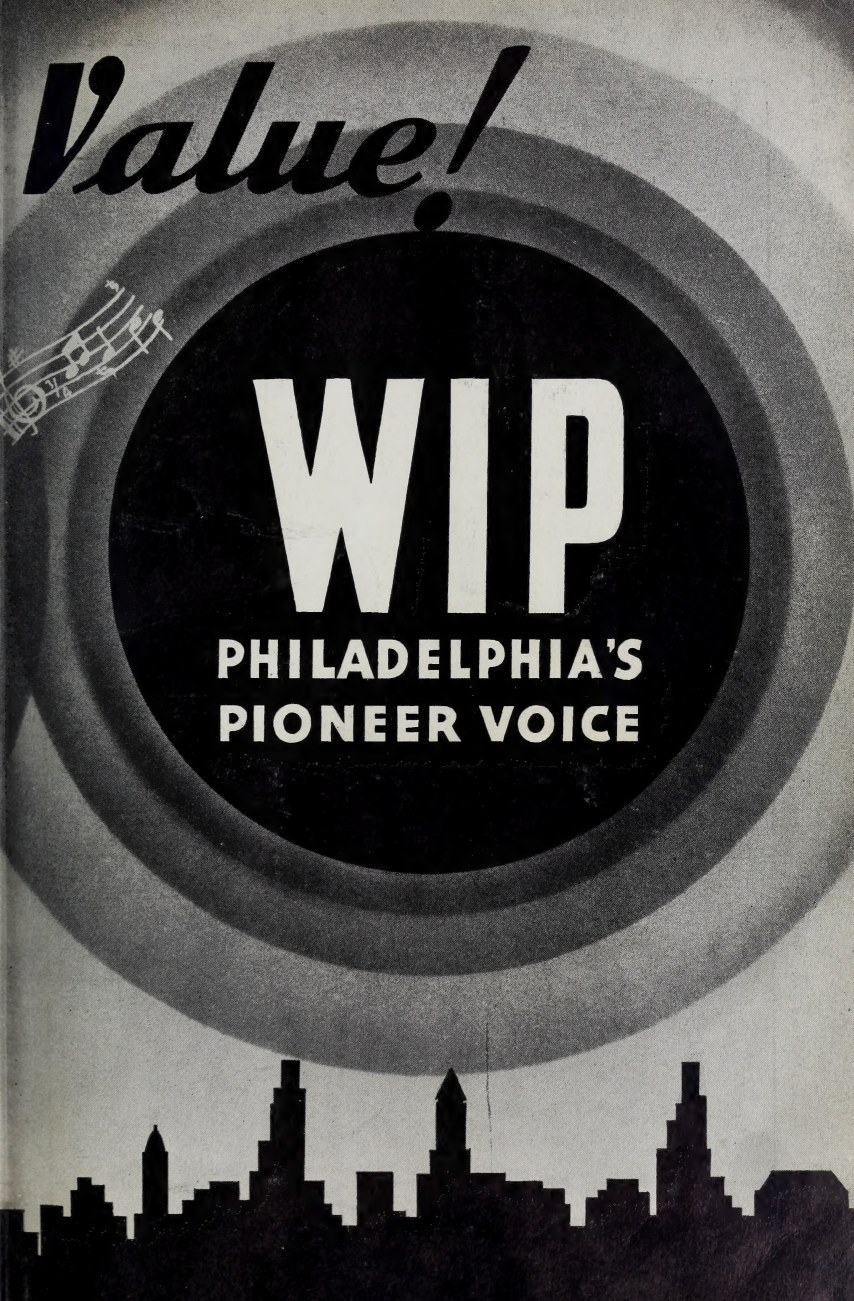
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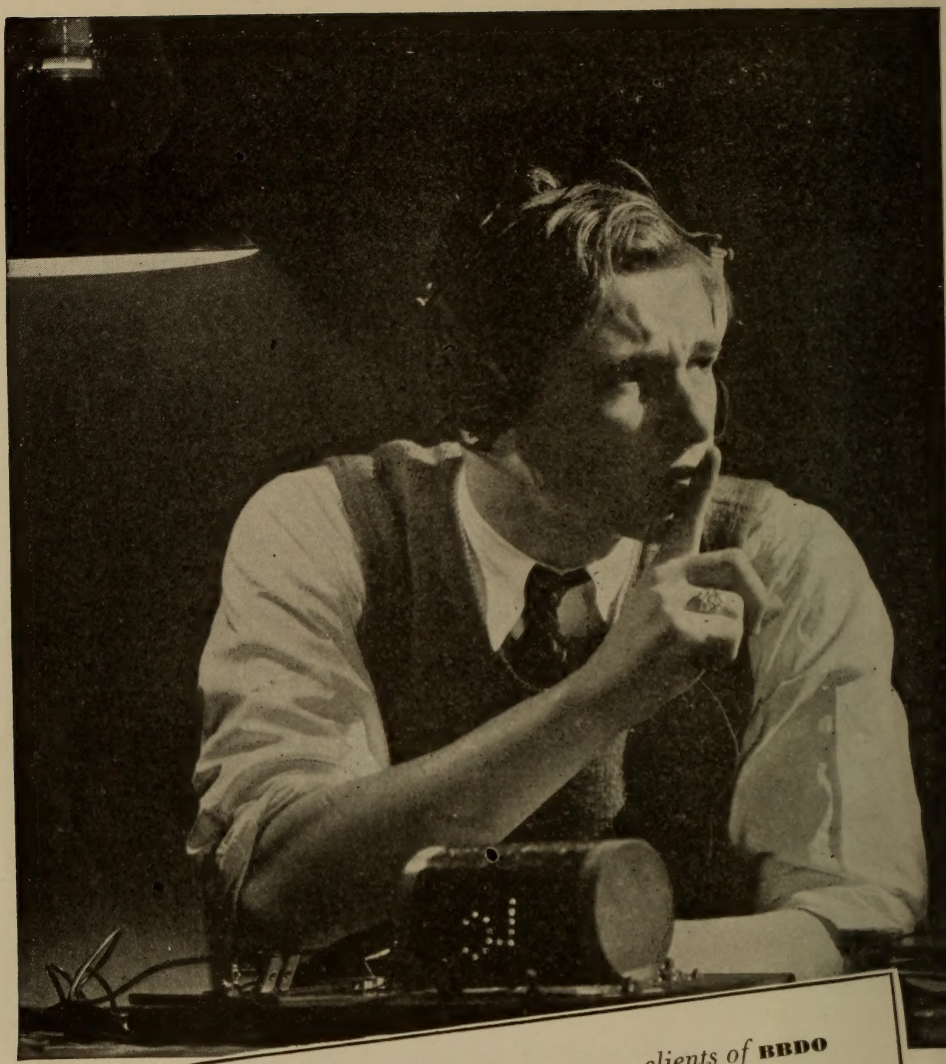
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Edgar A. Grunwald,
Radio Directory Editor

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Foreword

In issuing this volume, VARIETY recognizes two distinctions in reporting for the field of radio.

First, the constantly shifting scene—the incessant change—inherent in any industry, but particularly in a business as young and as big as radio. This is reported in VARIETY week by week. Second, the necessity for compiling a record of these events as they become a part of the past. To this task the VARIETY RADIO DIRECTORY is dedicated.

Following this initial appearance of the DIRECTORY, the intention of VARIETY is to make it an annual volume of similar content for distribution in the Spring.

The current edition is offered without further comment other than the following:

Its omissions—which may be considerable—are indicative of a new and fast-growing business, and the hazards of any such first edition.

Its advantages—which, it is hoped, may also be considerable in number—would not have been possible without the co-operation of the radio industry itself.

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4 IT MUST ATTRACT AND HOLD ADVERTISERS' DOLLARS. 21% of all network advertisers in 1936 used Mutual. Billings for 1937 are 16% ahead of last year's $2,000,000.

5 IT MUST BUILD LISTENER HABITS THROUGH DISTINCTIVE PROGRAMS. Mutual selects and presents the best programs of each member station as sustaining shows.

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Cleveland—WJAY—WHK • California—Don Lee Network • Coulsdon—Surrey, England

COAST TO COAST

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NBC

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PRODUCTION

PROGRAM-PRODUCTION HISTORY, 1929-1937*

By Edgar A. Grunwald

Radio has grown so rapidly, and with such demands on its energies 12 hours out of every 24, that records of its past are indeed obscure. Particularly is this true in a field such as programming, where statistical helps are not even the major requirement, but must be tempered with a flair for judgment.

For the data drawn on in this condensed history, acknowledgment is made to the Cooperative Analysis of Broadcasting for the generous use of its documents. That these were not always mere documents, but frequently incisive comments on pure facts and figures, has been a fortunate circumstance.

This is not the place for a discussion, one way or another, of C. A. B. methodology. Suffice it to say that the C. A. B. has been the major observation post for program tendencies during radio's history. Many a programming trend today stands out with a clarity unsuspected simply because C. A. B. statistics have been known to guide wholesale production shifts, this way or that.

Since 1929, when records of any reliable sort first appeared, radio's program and production trends have roughly paralleled the evolution of the show business in general. Network production started with minstrelsy and music hall. Vaudeville appeared shortly thereafter. Opera, the concert, and the legitimate drama have had extended interludes and revivals. Comparing with the show business' ultimate cash wonder—the motion picture—radio production currently has reached its Era of Big Cash, a phase marked by two phenomena: (1) lavish background filler; and (2) the search for novelty.

During this process, production and programming have threaded the following stages:

1. Music hall and minstrelsy, 1929-32.
2. The mystery drama, 1931-32.
3. The "personality" entertainer, 1932 to January, 1934
4. Concert-opera, 1933-34.
5. Era of big money—Part I—January, 1934.
   a. Numerous hour-length programs.
   b. Trend toward background production.
6. Era of big money—Part II—1935.
   a. The amateur hour.
   b. The continuous musical comedy.
7. Era of big money—Part III—1936.
   a. Trend toward novelty.
   b. Eclectic use of dance music, variety, etc.

There is a reason for this succession of stages, just as there was a reason for a similar evolution in the theatre proper. Radio being an aural medium, it naturally found its initial production in music. Minstrelsy—early humor combined

* *Charts of C. A. B. ratings, as well as popularity polls, for the past year commence on page 30.*

with music—was a simultaneous development. Both forms of programming had many adherents, as is evident from tests of audience preferences made in 1929.

1929 Program Leaders

One of the earliest of all popularity indices was assembled for the Association of National Advertisers, Inc. (ANA) by Archibald M. Crossley in 1929 from four sources—a poll of radio editors east of the Rockies; 6,000 personal interviews in 25 large cities; 1,200 personal interviews in 12 cities; and 15,000 personal interviews east of the Mississippi. They showed the following:

Radio Editors	6,000 Interviews	1,200 Interviews	15,000 Interviews
1. Atwater Kent.	Lucky Strike.	Atwater Kent.	A & P Gypsies.
2. Lucky Strike.	Old Gold.	Old Gold.	Clicquot Club.
3. Old Gold.	Atwater Kent.	Lucky Strike.	True Story.
4. General Motors.	Amos 'n' Andy.	A & P Gypsies.	Real Folks.
5. Real Folks.	True Story.	Clicquot Club.	Main Street.
6. Eveready.	Palmolive.	Palmolive.	Lucky Strike.
7. Walter Damrosch.	General Motors.	True Story.	Old Gold.
8. Roxy.	Rudy Vallee.	General Motors.	General Motors.
9. Palmolive.	A & P Gypsies.	Real Folks.	Dutch Masters.
10. Collier's.	Clicquot Club.	Amos 'n' Andy.	Amos 'n' Andy.

The followng ingredients went into these programs:

Atwater Kent: Joseph Pasternack's orchestra with guests from concert and opera.

Lucky Strike: B. A. Rolfe's fast-tempoed dance music.

Old Gold: Paul Whiteman and Mildred Bailey.

General Motors: "Family Party" with Don Voorhees orchestra, and guests from concert and opera.

Real Folks (sponsored by Chesebrough Mfg.): Dramatic sketches of small town life with George Frame Brown, G. Underhill Macy, Virginia Farmer, Tommy Brown, Edwin Whitney, Elsie Mae Gordon and Phoebe Mackay.

Eveready: Nathaniel Shilkret orchestra with guests.

Walter Damrosch: Symphony music.

Roxy: Music-hall-theatrical variety from the Roxy theatre, N. Y., with the famed showman presiding.

Palmolive: Olive Palmer and Paul Oliver (now called Frank Munn), the Revelers, and an orchestra directed by Walter Haenschen.

Collier's: Dramatizations from stories in the magazine with Lucille Wall, William Adams, Adele Ronson, Allyn Joslyn, John B. Kennedy, and Ernest La Prade's orchestra.

Amos 'n' Andy: Blackface serial comedy by Freeman F. Gosden and Charles J. Correll.

True Story: Dramatizations from the magazine.

Rudy Vallee: (sponsored by Fleischmann): Rudy Vallee orchestra with guests.

A & P Gypsies: Harry Horlick orchestra.

Clicquot Club: Harry Reser orchestra.

Main Street: Sketches with Don Carney (Uncle Don of WOR, New York), Lila Ward Gaston, Allyn Joslyn, Eunice N. McGarrett, Edith Thayer, Roger Bower, Elsie McCormack, Tad Stout, Claire Stenz, and Reynold Brooks. Sponsored by various advertisers via WOR, New York.

Dutch Masters: Minstrel show with Al Bernard and Paul Dumont as end men, Harold Sanford orchestra, and Steel Jamison, soloist.

A sizable portion of this commercial production was done by the networks.

Breakdowns of the accounts of one broadcasting system in 1929 showed that:

33⅓% of the programs were produced by advertising agencies.
28% were produced by the network (for its sponsors).
20% were produced by the sponsors themselves.
19% were produced by special program builders.

In ensuing years, the 28% produced by the networks plus the 20% produced by the sponsors was gradually swallowed by the advertising agencies. Currently network commercial program production stands virtually at zero—attesting the profit derived from radio by the advertising agencies, and indirectly indicating no compliment to the networks for their style of commercial programming.

Programming in 1930

Trends operative in 1929 in music hall, minstrelsy, and their natural offshoots —"homey" comedy or serials—continued in full force during 1930. There were about 50 evening programs on the NBC and CBS schedules, many of them holdovers from the previous year.

At this time—all things considered—radio listening was at an extremely high peak. Some 74% of set owners used their sets on the average weekday. In the same year, the average talent expenditure probably figured in the neighborhood of 28% of the average total radio budget. Today the figure (evening network programs) is 40%.

Sponsor interest in radio decidedly increased during this year, and to provide some statistical guidance in the unexplored program cavern, the Cooperative Analysis of Broadcasting began making program popularity ratings. According to the C.A.B.'s first cumulative year's report, the following 12 shows commanded the highest evening listener attention:

March, 1930, to February, 1931, Cumulative Rankings*

1. *Amos 'n' Andy.*
2. *Rudy Vallee.*
3. *Standard Oil of California.*
4. *Lucky Strike (Sat. program).*
5. *Collier's.*
6. *General Motors.*
7. *General Electric.*
8. *Atwater Kent.*
9. *RCA-Victor.*
10. *Camel.*
11. *Cities Service.*
12. *Interwoven.*

As to type and talent, the shows not previously described were set up thus:

General Electric: Floyd Gibbons' talks on adventure in science.

RCA-Victor: Nathaniel Shilkret band with guests.

Camel: Charles Previn orchestra, the Glee Club, and guests; John S. Young announcing.

Cities Service: Concert orchestra, Cavaliers, and Jessica Dragonette.

Interwoven: Jones and Hare.

Daytime leaders were Aunt Jemima (Quaker Oats); Cheerio; Radio Homemaker's Club (participating); National Farm and Home Hour; and the Household Institute (participating).

1931 Programs

Mystery drama was added to minstrelsy and music hall in 1931. This move was significant, if short-lived on the whole. Program producers felt—it was

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obvious—that program ideas eventually peter out. Mystery was a new trend, competitively exercised, to capitalize on incipiently waning interest in the old style of programs.

The two most notable practitioners of mystery were Harold F. Ritchie & Co. (Eno Crime Club) and G. Washington Coffee (Sherlock Holmes). Both programs almost at once inserted themselves into the C. A. B. leaders, thus setting off a number of other, similar series. Campana soon had "Fu Manchu"; Bourjois had "Paris Mysteries"; Blue Coal brought forth "The Shadow"; and Standard Oil of New Jersey had a "Charlie Chan" series. So many adherents of the trend burned it out with considerable rapidity, although to this day mystery is an ever popular subject for electrical transcriptions. Leaders at this time were:

April, 1931, to April, 1932, Yearly Average Rankings

1. *Amos 'n' Andy.*
2. *Eddie Cantor (Chase & Sanborn).*
3. *Rudy Vallee.*
4. *B. A. Rolfe.*
5. *Eno Crime Club (Tues. program).*
6. *Sherlock Holmes.*
7. *Seth Parker.*
8. *Crumit-Sanderson (Blackstone Cigar).*
9. *Sinclair Minstrels.*
10. *True Story.*
11. *Lowell Thomas (Literary Digest).*
12. *A & P Gypsies.*

Daytime leaders were the Early Birds; Cheerio; Little Orphan Annie; Tony's Scrapbook (Tony Wons); Quaker Man; Skippy; and the National Farm and Home Hour.

Other daytime notables included Pat Barnes for Swift; the Damrosch Symphonic Hour; Moonshine and Honeysuckle; New York Philharmonic Symphony; the Singing Lady (Ireene Wicker, for Kellogg); and the Yeast Foamers.

At the same time, in the evening division, Arthur Pryor, Sr. was leading a band for Cremo, while Pacific Coast Borax had Death Valley Days in its initial run.

1932-1933 Programs

That the era of minstrelsy and music hall was dying in 1931 had been evident from several significant angles. Mystery drama had come in for a brief, stopgap interlude, competitively made feasible by the waning interest in other, older programs. Just as significant was Chase & Sanborn's new contract with Eddie Cantor. It heralded the "personality" performer who was to be the symbol of the ensuing two (1932-33) years.

The sequence in which these changes from an old regime into a new one took place hinges partially on a freak occurrence in programming.

Specifically, Amos 'n' Andy—a single program, and probably the only one ever to have such weight in radio—brought the trend on, if not directly, then assuredly with underscored indirection.

For when Amos 'n' Andy eventually crossed the apex of their popularity and began to backslide, the aggregate of the evening listening audience slid with them. In 1930, 74% of the set owners used their sets on the average weekday. Now the figure fell to 64%; then to 58%; and finally, in August, 1933, it hit an all time low with 54.5%. In short, all this meant that within two years about one-quarter of the evening audience was no longer as enthusiastic about radio as previously.

This decline in aggregate listening was so pronounced that the program builders needed no statistics to count the casualties. But an analysis of the situation was something else. It was at first suggested that hard times accounted for

the lapse in listening. This theory, however, was abandoned as eminently false when it was found that the poorer (class D) homes were listening as avidly as ever. Furthermore, the advent of the midget set actually was a boon to class D radio interest. Nor did the daytime audience slip. Under the stimulus of the children's serial programs it was rising. The entire drop was in the evening audience.

No matter how the problem was figured out, it eventually always came around to a dual proposition—the slipping of Amos 'n' Andy had pulled an entire sector of the audience with it; and this sector consisted of the richer listeners, not the poorer ones.

It is probable that the 1932 figures on set use, instead of being far below normal, were merely below abnormal highs set up in 1930 when nearly everybody, rich and poor, stopped in their tracks at the stroke of 7 to listen to Amos 'n' Andy. The current programs were not enticing richer listeners as they should, or as Amos 'n' Andy did.

But whether the 1932-33 set-use figures were merely below abnormal 1930 highs or not, it was clearly the lowest ebb in listening that radio has ever experienced, and the advertising agencies and sponsors forthwith began manufacturing new programs.

These did not at first seek to bring back the A, B, and C income classes which had been partially lost via Amos 'n' Andy's decline. The advertisers found an easier way out of their dilemma—they took a chance on concentrating what audience there was left, and accumulating as much of it per program as they possibly could. Sheer numbers were sought, welded together by program pressure. It was the era of deflation, marked by high-pressure measures to monopolize the existing, less numerous, audience.

The Personality Performer

To concentrate numbers of listeners under extreme program pressure, the program producers brought on the "personality" performer—generally a vaudeville personality. But with the emphasis always on *solo performance* that concentrated attention on a *single-handed entertainment feat.* The Cantors, Bennys, etc. of that time differed from their 1937 counterparts primarily in the lack of any kind of production that would distract attention from Cantor as a solo performer, or Benny as a gag man (which he then was). The advertisers bought performers strictly because they came from fields where they had ready-made audiences to pull along behind them, and the idea was not to bother with any production distractions.

Among the names that came up in radio during this period was for instance, Russ Columbo, graduate of a night club on the Pacific Coast who was sponsored by Maxwell House, chanting his theme "You Call It Madness, But I Call It Love." So also Bing Crosby, originally one third of Paul Whiteman's Rhythm Boys, who soon had a niche on the networks crooning (and whistling) and selling phonograph records in vast numbers because of his radio-stimulated reputation. Morton Downey came into the pay of Camel cigarettes, with his dual theme songs "Carolina Moon" and "Wabash Moon." Kate Smith left her musical comedies ("Flying High"), made some guest appearances with Rudy Vallee, then branched out, after a sustaining interlude, into sponsored programs.

At the same time Jack Pearl shot into prominence. So also Ed Wynn (from musical comedies) for Texaco. The Marx Brothers were engaged by Standard Oil of New Jersey from pictures and musical comedies. Walter Winchell got his start with Lucky Strike. Phil Baker secured a place on WGN, Chicago, with

Ted Weems' orchestra backing him up. Jack Benny's first major program was the Canada Dry Series, where, in 1932, he had a spot with George Olson and Ethel Shutta. Irvin S. Cobb was on the Gulf gasoline series. Fred Allen, of musical comedies, was sponsored by Linit.

And there were many, many others including George Jessel, Harry Richman, Ruth Etting, the Mills Brothers, the Boswell Sisters, Al Jolson, Burns & Allen, and, slightly later, Block & Sully.

If vaudeville did not produce the desired solo performer to win the concentrated evening audiences, then the night clubs of the prohibition era, or the motion pictures did. And the "personality" performers all accentuated the "soloness" of their solo performances with theme songs, or taglines and gags reiterated over and over until the nation absorbed them into its idiom.

The effect of the solo "personality" performer, both in terms of audience and product sold, was all that could be desired. Ratings of these artists got into astronomical figures, when the size of the audience is taken into consideration.

Political Personalities

But the personality performer did not increase the total audience. With few exceptions, he still counted his biggest following in the lowest income brackets. Nor did the political campaign of that year help. Like the "personality" performer of the then current commercial radio programs, the presidential candidacy produced a solo performer whose results in the 1932 election, especially by income classes, showed exactly on whom the personality performer could depend for his proportionately biggest followng—the class D homes.

Between politics and the audience-concentrating tactics of the advertisers, 1932-1933 had a plethora of subsidiary developments, all of the same stripe, including the important advent of newscasters. In this group were Boake Carter for Philco; Floyd Gibbons for Palmer House; and Lowell Thomas for Sunoco. Not only that. Mrs. Roosevelt was sponsored by Pond's, while Louis McHenry Howe appeared under the aegis of RCA.

To cap it all off, there appeared the radio-name explorer. Admiral Byrd's expedition to the South Pole was broadcast by General Foods, while Phillips H. Lord (Seth Parker) undertook a cruise in an adventurous, but not too auspiciously fated schooner, for which Frigidaire largely paid the bills. Exploration became an angle for "name" twists, and eventually it was largely responsible for the stimulation of international broadcasts.

By April, 1933, there were 12 programs with "personality" performers—nearly twice as many as any other ranking type.

Whether this was a development that would have occurred in radio programming anyway with the advent of more sponsor money—and regardless of Amos 'n' Andy—is an idle speculation. The "personality" performer came when he did because the advertiser found in him an easy way to accumulate audiences, and not specifically because of more sponsor money in the aggregate (1933 was a notably poor revenue year for the networks). The trend might have happened some other way, at some other time. But it happened, in radio, specifically when it did because of two blackface comedians who had marshalled together a listening audience, rich and poor, so vast that it obscured for a few blissful years the technicalities of reaching listeners by income levels.

Likewise, it is quite probable that because of this sudden, almost freakish turn of events, radio forever after was accused of not developing its own talent. The explanation, in part, is that sponsors clutched at a program life-saver in the 1932-33 adversity, and this life-saver was simply a borrowed success from an-

other field. Lock, stock and barrel the "personality" performer was drafted into selling soap, toothpaste, etc. on the strength of an audience accumulated in the theatre, the night clubs, or via the films. The tactic served its purpose at that catastrophic time, though its after-effects are matters of individual conjecture or cynicism.

C. A. B. evening ratings during the winter of 1932 to 1933 were as follows:

November, 1932, to February, 1933, Ranking

1. *Eddie Cantor.*
2. *Ed Wynn.*
3. *Jack Pearl.*
4. *Capt. Henry's Showboat (Maxwell House).*
5. *Amos 'n' Andy.*
6. *Rudy Vallee.*
7. *Big Six of the Air (Al Jolson for Chevrolet).*
8. *Burns & Allen.*
9. *Ben Bernie.*
10. *Myrt & Marge.*
11. *Sinclair Minstrels.*
12. *Voice of Firestone.*
13. *Cities Service Concert.*
14. *Sherlock Holmes.*
15. *General Electric Sunday Circle.*

During this same 1932-1933 period, the daytime programs also were revamped. The advertiser was currently becoming aware of the children as a sales force for his product, so long as he got them to join a club—a radio club—of course—which was commanded and marshalled via the power of the ear. So strong was this emotional power over children, and so strong the emotional power of children over their parents, that while evening listening was not up to 1930, the daytime was racing to new highs.

Some of these children's programs were: Lone Wolf Tribe (Wrigley); Captain Jack (Jelke Margarine); Cowboy Tom (Remington-Rand); H-Bar-O Rangers; Jolly Bill and Jane (Cream of Wheat); Secretary Hawkins (Ralston Purina); Buck Rogers (Kellogg). Far at the head of this list stood Little Orphan Annie (Ovaltine) and Skippy (General Mills).

As the titles of these programs suggest, the contents were powerful brew. A sales lever such as only emotion can provide, they undoubtedly were too good a thing. A reform movement that crackled in another year or so eventually wiped them all out.

Programs destined to entice the housewife at this time made a great ado about cooking and beauty, with some love and home-life serials mixed in. Du Pont had Emily Post. Wrigley had the Culbertson Bridge Club. Colgate-Palmolive-Peet had Clara, Lu and 'Em. Tony Wons (Tony's Scrapbook) rated high on sustaining. The Cathedral Hour (religious music) was another ranking sustainer.

Among serials, Betty & Bob (General Mills) and Today's Children (Pillsbury) had commanding edges. The Voice of Experience (Wasey Products) was another form of daytime program that rated well.

Others which must be classified here, but which were really in a different category entirely, were the Sunday afternoon type. Here was the Capitol Family (Major Bowes, sustaining), Lady Esther Serenade (Wayne King orchestra), Roses and Drums (Union Central Life Insurance), and Crumit & Sanderson (now for Bond Bread).

Among symphonies, the Damrosch Music Appreciation Hour and the New York Philharmonic had high rankings.

1933-1934 Season: First Half

Competition eventually called a halt to the "personality" performer's sheer domination of the network evening field as it had halted every other previous

program type. Comedians and gagmen don't last forever—anymore than Amos 'n' Andy or the mystery drama did—and furthermore there were certain sponsors who wanted to make use of radio, but had to pry away audiences from sponsors who had bottled them up under the pressure of a borrowed name from vaudeville, the stage, and the screen. This competition now utilized another alternative—it tried to find an audience among those richer listeners who for two years had evidenced a diminished interest in radio.

In short, competition forced the pendulum the other way and began an era of audience inflation. This tack was maneuvered with the aid of class music—opera and symphony.

In the fall of 1933 Lucky Strike signed the Metropolitan Opera for a season of broadcasts. Chesterfield got Leopold Stokowski and the Philadelphia Symphony. Castoria sponsored violin concerts by Albert Spalding. Cadillac had the New York, Minneapolis and other symphonies under Bruno Walter's baton, with Heifetz, Ponselle, and similar soloists as guests. Vince scheduled John McCormack. Linit's offering was Nino Martini. Firestone had Lawrence Tibbett and Richard Crooks. While on sustaining time appeared Howard Barlow, Damrosch, and the Boston, St. Louis, Rochester, and Los Angeles symphonies.

It was clearly the greatest array of clasical music ever broadcast up to that time, and with it the desired effect set in—the listening audience once more began expanding.

By January, 1934, it had climbed 10%, standing at 64.6%, a remarkably good level. It appears from these statistics that symphony and opera accomplished the purpose to which they were put.

That neither symphony nor opera, however, showed up strongly in the C. A. B. ratings for this time is not surprising. Any experienced statistical sample naturally throws its weight upon the most numerous subjects—which in this instance happened to be the class C and D homes. And the class C and D homes had been listening all along anyhow. They had listened to the personality performer before, and they preponderantly listened to him now.

October, 1933, to February, 1934, Ranking

1. *Eddie Cantor.*
2. *Showboat.*
3. *Rudy Vallee.*
4. *Magic Carpet (Jack Pearl for Lucky Strike).*
5. *Ed Wynn.*
6. *Will Rogers (for Gulf; George M. Cohan on in December only).*
7. *Ben Bernie.*
8. *Amos 'n' Andy.*
9. *Burns & Allen.*
10. *Sinclair Minstrels.*

Other evening network programs of note at this time were the Byrd Expedition sponsored by General Foods; the Royal Gelatin Review with Bert Lahr (and later Jack Pearl, who left Lucky Strike sponsorship); Fred Allen for Sal Hepatica; the Saturday Night Terraplane Party with Believe-It-Or-Not Ripley; the Swift Revue with Olsen & Johnson; Armco band; and Eddie Duchin under the sponsorship of Junis Face Cream.

Daytime leaders were the following:

November, 1933, to February, 1934, Daytime Ranking

1. *Father Coughlin.*
2. *Metropolitan Opera (American Tobacco).*
3. *New York Philharmonic.*
4. *Little Orphan Annie.*
5. *Radio City Concert.*
6. *Roses and Drums.*
7. *Betty and Bob.*
8. *Lady Esther Serenade.*
9. *Baby Rose Marie (Tastyeast).*
10. *Crumit & Sanderson (Bond Bread).*

1934 to 1936: The Era of Big Money

Just as the era of the "personality" performer must be lumped together into one understandable whole, so the period succeeding the concert-opera of the first half of the 1933-34 season must be grouped into one unit (1934-1936). It was at this time that signs of returning prosperity coupled with a restored audience, brought sponsor expenditures of a sort that year by year have grown more lavish in size.

One of the first manifestations of money was an increase in the number of hour length programs. In March, 1934, out of the 10 C. A. B. leaders, exactly half were 60-minute programs. Four months later, six of the 10 were hour programs.*

A second manifestation of this moneyed competition was a change in the presentation of the "personality" performer. During the low-audience days, it was deemed most feasible to put as little production behind the solo name artist as possible, thereby to enhance his "solo-ness." With the audience restored, however, and the competition increased, there suddenly came a bloom of heavy production. It was now a "personality" performer *plus* something else. By the fall of 1936, the "personality" performer, as he was known in 1933, had well-nigh vanished.

Money and competition, between them, forced radio into heavier production, and they vastly complicated programming. Trends no longer stood out—or stand out today—as they once did. Refinements in aiming entertainment at income classes has caused an eclectic structure whose developments more and more aim toward novelty, if toward anything at all. Sheer cash brought with it crudities and a long list of program casualties. It also brought questions, designed to eliminate some of the useless squandering, and many of these are still in the process of statistical probing.

For instance, on the matter of the guest artist—one of the outgrowths of the "personality" performer—research currently is attempting to define his status, or "pull," with a rural audience as compared to a metropolitan audience. So also for the component parts of an individual program. Via telephone calls or interviews analyses are being made into the individual segments of a program "qualitatively." And on other fronts debates are held on the merit of network vs. agency program production; the selling power of this or that program; and a host of similar subjects. All are competition-bred, eclectically growing out of the 1934-1936 era of big cash.

This era of cash has traversed over roughly three stages. As already indicated, its first phase was to increase the length of the leading programs and to change the status of the "personality" performer. Phase one required virtually a year, and had asserted itself completely by January, 1935. It thereafter remained permanent.

Heavy Cash and Escape

Phase two came as an overlay atop this predecessor. It represented a dual tendency, one half of which sought to outdo existing production with something still more pretentious, while the other half divergently sought to escape the towering expenses and perils of production by a figurative "sneaking away."

* Aside from a pure framework on which to pin production cash, the hour-length program also had the advantage of being a vast net in which to snare such listeners as remained home evenings due to the depression. In short, because many people were stay-at-homes, the hour-length program fitted its picture neatly.

These two tendencies were incorporated into: (1) the continuous musical comedy; and (2) the amateur hour.

The continuous musical comedy—i.e., a musical comedy especially written for radio in serial form—was not successful. The most notable practitioners of it—Gibson Family (Ivory Soap) and Music at the Haydn's (Colgate-Palmolive-Peet)—did not linger long, or encourage any successors. But they amply demonstrated that heavy production was underscoring musical revues, or partial revue types, simply because these theatre-borrowed forms ably lend themselves as frames into which to fit ostentatious production. As of February, 1935, there were 19 musical revues on the network evening air, more than any other program type. The breakdown, made by the C. A. B., runs thus (numbers indicate a count of programs, not a percentage):

Musical Revues: 19
Personality: 13.
Serial: 12.
Dramatic: 10.
Classical: 9.
Dance orchestras: 8.
Semi-classical: 8.
Variety: 6.
Amateur Hour: 1.

This breakdown suffices to show that under radio's recent programming eclecticism, old types of programs frequently linger into an era in which they are doomed. But more outstanding are the changes in programming themselves. Many a "personality" performer had by 1935 shot his bolt, and a category known as "variety" was rising in importance. Variety is simply what the term implies—a whirligig of "acts," name performers used only once, and constant, increasing change. At this time (1935) the variety programs were recruiting their guest stars from every branch of the theatrical field with the result that a new and different star each week had stimulated interest in that type of program. Cash and competition had wrought this dizzy pace.

Parenthetically, it may be remarked that the musical revue, spawned during this era of increasing production, continues to the present day as a notable contender for time, and that like the continuous musical comedy, it has produced several offspring. Early in 1936 one such offshoot was represented in Texaco's broadcasts of the theatrical spectacle "Jumbo"; while at the same time Colgate-Palmolive-Peet was staging a "Ziegfeld Follies of the Air" with Fannie Brice, Benny Fields, and Al Goodman's orchestra.

The Amateur Hour

Of the aforementioned dual developments, the amateur hour was No. 2, and it represented both a "sneaking away" from the obvious glitter of sheer cash production, while at the same time capitalizing on the interest of the cash-produced variety program. Fred Allen's "Town Hall Tonight" (Bristol-Myers) had the first amateur hour on a national network. Health Products (Feenamint) with Ray Perkins as master of ceremonies was on next. Meantime, Major Edward Bowes over WHN, New York, gave the trend its really emphatic momentum.

Once Major Bowes left his single station for an hour of Chase & Sanborn's time, he immediately outclassed all other programs in C. A. B. value. But this was not the significant angle, or contribution, of the amateur hour. Its importance is that, in establishing the commercial validity of escaping from burdensome production efforts while still utilizing heavy production's enticements, it is today

accountable for the trend toward novelty. This includes "talks," and interviews —and, in short, "letting the audience itself broadcast to the audience."

With the trend toward novelty established, any history of programming reaches its terminus in the present day. As remarked before, the picture thus arrived at is no unified whole, but an eclectic conglomerate in which a new trend will assert itself, not completely, but only atop layers of previous "heavy production" accretions. Thus dance music—an old form of programming—has currently many adherents. So also the serial drama. So also some "personality" performers, and some solo singers. That all these forms have changed since they originally were utilized is certain—cash and competition accounted for that. But that they are used at all is the best demonstration of the complications of making sheer cash applicable as entertainment, as well as realizing that different audiences, by incomes, have different tastes.

Program Types

An analysis of 920 evening hours from October, 1935, to April, 1936, showed:

Serial drama: 13.8%.
Musical review: 12.5%.
Dance music: 11.4%.
Variety: 9.4%.
Drama: 8.5%.
Personality: 8.2%.
Semi-classical: 6.8%.
Novelty: 5.4%.
Classical: 4.4%.
News Topics: 4.2%.
Talks: 2.4%.
Amateurs: 2.3%.
Popular singers: 2.1%.
News drama: 1.9%.
Concert-poetry: 1.5%.
Operetta: 1.1%.
Concert band: 1%.
Mystery: .8%.
Minstrel: .8%.

Half a year later, 572 evening hours broke down into the following percentages:

Dance Music: 15.5%.
Musical Reviews: 12.9%.
Variety: 12.8%.
Serial drama: 12.7%.
Personality: 8.6%.
News Topics and Dramas: 7.4%.
Novelty: 7.2%.
Drama: 6.4%.
Semi-classical: 3.8%.
Classical: 5%.
Talks: 2.9%.
Amateurs: 2.7%.
Concert-poetry: 1.9%.
Minstrel: 1%.
Popular Singers: .7%.

With the summer of 1936, the ratings hereby presented historically, to illustrate program trends, became a maze of breakdowns—showing perhaps better than anything else, the divergent forms sought out by cash. At this time 40% of total radio budgets for evening shows, on the average, were put into talent along (VARIETY RADIO DIRECTORY figures).

Daytime Programs

As regards daytime programs—a change has taken place here, too. Barring the Sunday afternoon programs, which really are in a category by themselves, the daytime programs are now nearly all serials. This development is one of salesmanship, not showmanship. The serial for the housewife, like the serial for the child, is designated to sustain interest in a continued story, day by day, and with it bring sales. Crude, perhaps, as compared to the evening program, it nonetheless has not yet burned itself out. Contests periodically stimulate, and their success seems even more notable than the beauty and cooking-school formula of some years back.

A breakdown of daytime sponsored programs in late 1936 shows the following:

Adult Serial Dramas: 55.3%.
Talks: 16.1%.
Juvenile: 11:4%.

The insertion of "talks," i.e., partial novelty, into daytime, however, might be interpreted as an omen of coming change. As yet, however, this change is barely incipient.

Popularity standings for the period herein described are illustrated by the following two C.A.B. examples:

March, 1935, Ranking (Evening)

1. *Jack Benny (Jell-O).*
2. *Eddie Cantor.*
3. *Maxwell House Showboat.*
4. *Rudy Vallee.*
5. *Baker's Broadcast (Joe Penner).*
6. *Fred Allen (Bristol-Myers).*
7. *Baker's Broadcast (Bob Ripley).*
8. *Palmolive Beauty Box Theatre.*
9. *Lowell Thomas.*
10. *Ed Wynn.*
11. *First Nighter.*

March, 1936, Ranking (Evening)

1. *Major Bowes (Chase & Sanborn).*
2. *Rudy Vallee.*
3. *Jack Benny.*
4. *Burns and Allen (Campbell)*
5. *Fred Allen.*
6. *Maxwell House Showboat.*
7. *Hollywood Hotel (Campbell).*
7. *Baker's Broadcast (Bob Ripley, Ozzie Nelson, Harriet Hilliard).*
8. *Bing Crosby (for Kraft-Phenix with Bob Burns, Jimmy Dorsey orchestra).*
9. *Shell Chateau.*
10. *Eddie Cantor (for Pebeco).*

COOPERATIVE ANALYSIS OF BROADCASTING

(WHAT IT IS AND DOES)

Over a million and a quarter interviews have been made by The Cooperative Analysis of Broadcasting since its founding in March, 1930. This is the largest number of consumer interviews ever made by one organization. The C. A. B. is an outgrowth of the 1929 activities of the Association of National Advertisers' Radio Committee.

It is a mutual and non-profit organization operating under the supervision of a Governing Committee, two members of which are appointed by the president of the American Association of Advertising Agencies, and three members by the president of the A. N. A. This Committee has full charge of management and sets all policies, business as well as research. The subscribers comprise radio advertisers, agencies and networks. The cost is spread among them in proportion to their respective stakes in radio advertising. The average subscriber pays $100 per month for approximately 300 ratings or about thirty cents apiece. The field work is conducted by Crossley, Inc., a private research organization, on a contract basis. The governing committee maintains a permanent headquarters at 330 West 42nd St., New York City, in charge of A. W. Lehman, manager.

Ratings on practically all commercial network programs, daytime as well as evening, are reported to subscribers, in twenty-four semi-monthly and several more comprehensive reports which analyze programs by geographical sections, income levels, etc.

In addition the committee is constantly studying various ways in which to improve its reports and service and has spent about $12,000 in the last two and one-half years on experimental studies. The most recent of these led to the first thoroughgoing study of rural listening habits, a survey which consisted of over 20,000 interviews with setowners —9.815 among farmers, 10,785 among residents of small towns whose average population is 760.

Currently the C. A. B. is making completed calls at the rate of 408,000 per year. These are made by 53 investigators in 33 cities, from Boston to San Francisco and New Orleans to Minneapolis. The calls are carefully distributed by geographical sections to correspond closely to the distribution of radio homes. They are also distributed in relationship to the size of the cities. For example, in New York and Chicago between 30,000 and 35,000 calls are completed each year, while in Spokane only about 4,000.

In addition to the regular reporting service the C. A. B. supplies its subscribers with special analyses of almost every imaginable kind such as ratings of specified transcribed or sustaining programs, cumulative ratings on local programs in various cities, and how listeners turn from one program to another.

From time to time the C. A. B. issues special reports and ratings on important events. For example during the past year or so it issued ratings on the Liberty League dinner, Louis-Schmeling fight, King Edward's Farewell address, the Kentucky Derby, campaign speeches, etc.

Another interesting and valuable service is the complete program history of all the talent that has been on any commercial network program since March, 1930. More and more those who are responsible for radio expenditures are calling on the C. A. B. for the records of past performances of radio artists.

In summary, the C. A. B. helps its subscribers:

1. To determine the best day and hour to select whenever a choice of radio time is offered.
2. To follow the popularity trend of various types of programs and discover when a given type is improving or wearing thin.
3. To purchase talent advantageously by comparing the performers on different programs.
4. To decide whether a given season should be included or dropped.
5. To make comparisons between daytime and evening programs.
6. To compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. To discern by studies of the leaders and laggers what makes a good radio program.
8. To check where the least competition is and find the most desirable time to buy.

The Governing Committee is headed by Dr. D. P. Smelser in charge of the Market Research Department of Procter and Gamble (current leading radio advertiser). Dr. George Gallup of Young & Rubicam, Inc., is treasurer. Chester H. Lang, of the General Electric Company, George W. Vos of the Texas Company, and Dr. L. D. H. Weld of McCann-Erickson, Inc., are the other members of the committee.

TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1936–APRIL 1937

TAKEN FROM CO-OPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.		Average.	High Month.	High Rating.	Low Month	Low Rating.	Number of months on air during period.
1.	Jack Benny	32.8	Dec.	35.0	Oct.	27.7	7
2.	Eddie Cantor	24.9	Jan.	28.4	Apr.	21.1	7
3.	Major Bowes	23.0	Jan.	24.9	Dec.	21.6	7
4.	Lux Radio Theatre	22.6	Feb.	27.3	Nov.	18.8	7
5.	Town Hall Tonight	21.6	Feb.	24.1	Oct.	18.1	7
6.	Burns and Allen	21.4	Feb.	24.8	Oct.	18.6	7
7.	Chase and Sanborn—Good Will Court	21.0	Nov.	21.4	Oct.	20.5	2½
8.	Hollywood Hotel	19.6	Feb.	20.7	Apr.	18.0	7
9.	Royal Gelatin—Rudy Vallee	19.3	Jan.	20.7	Nov.	17.0	7
10.	Kraft Music Hall	19.2	Feb.	21.5	Oct.	16.9	7
11.	Phil Baker	17.6	Jan.	21.1	Apr. / Oct.	16.3	7
12.	Al Jolson	16.4	Mar.	18.8	Jan.	15.2	4½
13.	Packard—Fred Astaire	15.2	Oct.	16.8	Mar.	13.5	7
14.	First Nighter	15.0	Feb.	17.0	Oct.	10.9	7
15.	One Man's Family	14.8	Dec.	16.0	Apr.	13.8	7
16.	Vick's Open House—N. Eddy	14.8	Feb.	16.8	Oct.	11.3	6
17.	Bakers Broadcast—Ripley	14.0	Dec.	15.1	Feb.	12.5	7
18.	Ford Sunday Evening Hour	13.9	Dec.	16.2	Oct.	11.0	7
19.	Gang Busters	13.8	Feb.	15.3	Nov.	11.6	7
20.	Maxwell House Show Boat	13.1	Feb.	15.4	Nov.	11.9	7
21.	A. & P.—Kate Smith	13.1	Jan.	16.0	Oct.	11.8	7
22.	Amos 'n' Andy	13.0	Jan.	14.0	Oct.	11.9	7
23.	Do You Want to Be An Actor	12.7	Mar.	13.2	Apr.	11.9	4½
24.	Fibber McGee and Molly	12.5	Mar.	14.1	Dec.	10.0	7
25.	Pick and Pat	12.5	Mar.	14.3	Feb.	11.6	7

TEN LEADING DAYTIME PROGRAMS OCTOBER 1936–APRIL 1937

TAKEN FROM CO-OPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.		Average.	High Month.	High Rating.	Low Month	Low Rating.	Number of months on air during period.
1.	Metropolitan Opera	11.2	Jan.	12.1	Mar.	10.7	3
2.	Today's Children	9.1	Feb.	10.1	Dec.	8.4	7
3.	David Harum	7.5	Feb.	8.1	Oct.	6.9	7
4.	Magic Key of RCA	7.4	Feb.	7.8	Apr.	6.9	7
5.	Kaltenmeyer's Kindergarten	7.3	Feb.	8.5	Oct.	5.4	7
6.	Vic and Sade	7.1	Jan.	8.5	Dec.	6.5	7
7.	Grand Hotel	7.1	Feb.	8.5	Oct.	5.1	6
8.	Ma Perkins	7.0	Jan.	8.4	Dec.	6.3	7
9.	Guy Lombardo	7.0	Apr.	8.8	Oct.	5.7	7
10.	O'Neills	6.7	Jan.	7.8	Dec.	5.9	7

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SPECIAL EVENTS RATINGS

TAKEN FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

From time to time the Cooperative Analysis of Broadcasting compiles ratings of public events of outstanding importance or significance. Those recorded during the past year are herewith reproduced.

It should be pointed out, however, that not all of the campaign speeches of the various candidates are rated. This was due to the fact that the C.A.B. takes samples 14 days out of every month, whereas the candidates were delivering speeches at almost twice that speed.

Warning is hereby extended that these figures are the sole property of the Cooperative Analysis of Broadcasting, and may not be reproduced in any form whatsoever without permission of the copyright owners.

Louis-Schmeling Fight	**June 19, 1936**	**57.6**
Keynote Speech, Democratic National Convention	**June 23, 1936**	**22.7**
Gov. Landon's Acceptance Speech	**July 23, 1936**	**28.5**
President Roosevelt	**Oct. 10, 1936**	**24.6**
President Roosevelt	**Oct. 21, 1936**	**24.4**
President Roosevelt	**Oct. 23, 1936**	**11.1**
Governor Landon	**Sept. 22, 1936**	**12.2**
Governor Landon	**Sept. 24, 1936**	**10.3**
Governor Landon	**Sept. 26, 1936**	**10.7**
Governor Landon	**Oct. 9, 1936**	**14.9**
Governor Landon	**Oct. 12, 1936**	**10.8**
Governor Landon	**Oct. 15, 1936**	**14.2**
Governor Landon	**Oct. 24, 1936**	**9.1**
Governor Landon	**Oct. 26, 1936**	**13.3**
Governor Landon	**Oct. 27, 1936**	**16.7**
Ex-Gov. Al Smith	**Oct. 8, 1936**	**13.1**
Ex-Gov. Al Smith	**Oct. 22, 1936**	**14.9**
Ex-Gov. Al Smith	**Oct. 24, 1936**	**9.6**
Sec. Harold Ickes	**Oct. 9, 1936**	**5.6**
King Edward's Valedictory	**Dec. 11, 1936**	**45.0**
Testimonial Dinner to Postmaster Farley	**Feb. 15, 1937**	**17.2**
President Roosevelt's Victory Dinner	**March 4, 1937**	**19.4**
President Roosevelt's Fireside Chat	**March 9, 1937**	**30.1**
Kentucky Derby	**May 8, 1937**	**14.0**

PROGRAM POPULARITY POLLS

Listed herewith are the major national program and talent popularity polls of the past season with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated.

FIRST ANNUAL HEARST NEWSPAPER RADIO EDITORS POLL. Conducted by J. ("Dinty") Doyle, radio editor of the New York American, among radio editors of 28 Hearst newspapers and announced January 30, 1937. Winners, ranked according to popularity in each classification:

Best Variety Program

1. Rudy Vallee.
2. Bing Crosby.
3. Hollywood Hotel.

Best Drama Program

1. Monday Night Radio Theatre.
2. Hollywood Hotel.
3. First Nighter.

Best Program of Classical Music

1. Ford Sunday Evening Hour.
2. General Motors Sunday Night Concert.
3. New York Philharmonic Concerts.

Best Dance Orchestra (Swing)

1. Benny Goodman.
2. Glenn Gray.
3. Jimmy Dorsey.

Best Dance Orchestra (Sweet)

1. Guy Lombardo.
2. Wayne King.
3. Richard Himber.

Best Master of Ceremonies

1. Bing Crosby.
2. Major Bowes.
3. Rudy Vallee.

Leading Comedian

1. Fred Allen.
2. Jack Benny.
3. Bob Burns.

Leading Comedienne

1. Gracie Allen.
2. Mary Livingstone.
3. Beatrice Lillie.

Best Female Vocalist (Popular)

1. Frances Langford.
2. Kay Thompson.
3. Kate Smith.

Best Female Vocalist (Opera, Concert)

1. Lily Pons.
2. Jessica Dragonette.
3. Rosa Ponselle.

Best Male Vocalist (Popular)

1. Bing Crosby.
2. Frank Parker.
3. Lanny Ross.

Best Male Vocalist (Concert or Opera)

1. Nelson Eddy.
2. Nino Martini.
3. John Charles Thomas.

Best Comedy Team

1. Burns and Allen.
2. Stoopnagle and Budd.
3. Jack Benny and Mary Livingstone.

Best Children's Program

1. Ireene Wicker, the Singing Lady.
2. Popeye.
3. Dorothy Gordon's Children's Corner.

Best Night-Time Serial

1. Helen Hayes in Bambi.
2. One Man's Family.
3. Amos and Andy.

Best Daytime Serial

1. The Story of Mary Marlin.
2. Myrt and Marge.
3. Vic and Sade.

Best Sports Announcer

1. Ted Husing.
2. Clem McCarthy.
3. Ernie Smith.

Best All-Round Announcer

1. Harry Von Zell.
2. Don Wilson.
3. Milton J. Cross.

Best All-Round Musical Show

1. Andre Kostelanetz.
2. Fred Waring.
3. American Album.

Best Commentator

1. Edwin C. Hill.
2. Boake Carter.
3. H. V. Kaltenborn.

Outstanding Star Developed in 1936

Deanna Durbin.

Outstanding Program Idea Projected in 1936

We, The People.

Most Impressive Broadcast in 1936

Abdication Speech of King Edward VIII.

ANNUAL RADIO GUIDE POPULARITY POLL. Conducted by Radio Guide magazine among its readers by ballot and announced in the July 4, 1936, issue. Winners, ranked according to popularity in each classification.

Musical Programs

1. Show Boat.
2. Hit Parade.
3. Hollywood Hotel.
4. National Barn Dance.
5. Vallee Variety Hour.
6. Breakfast Club.
7. Fred Waring.
8. Bing Crosby.
9. Wayne King.
10. Himber's Champions.
11. Cities Service.
12. Major Bowes.

Dramatic Programs

1. One Man's Family.
2. First Nighter.
3. Lux Radio Theatre.
4. March of Time.
5. Mary Marlin.
6. Today's Children.
7. Myrt and Marge.
8. New Penny.
9. Leslie Howard.
10. Grand Hotel.
11. Gang Busters.
12. Crime Clues.

News Commentators

1. Lowell Thomas.
2. Boake Carter.
3. Walter Winchell.
4. Edwin C. Hill.
5. Jimmie Fidler.
6. Julian Bentley.
7. Paul Sullivan.
8. Gabriel Heatter.
9. Sam Hays.
10. John B. Kennedy.
11. H. V. Kaltenborn.
12. Hugh Conrad.

Comedians

1. Jack Benny.
2. Eddie Cantor.
3. Burns and Allen.
4. Lum and Abner.
5. Fred Allen.
6. Amos 'n' Andy.
7. Pick and Pat.
8. Fibber McGee.
9. Easy Aces.
10. Bob Burns.
11. Phil Baker.
12. Frank Fay.

Female Singers of Popular Songs

1. Kate Smith.
2. Frances Langford.
3. Harriet Hilliard.
4. Jessica Dragonette.
5. Ethel Shutta.
6. Dolly Dawn.
7. Jane Froman.
8. Vaughn de Leath.
9. Loretta Lee.
10. Ruth Etting.
11. Deane Janis.
12. Gale Page.

Children's Programs

1. Singing Lady.
2. Kaltenmeyer's Kindergarten.
3. Orphan Annie.
4. Popeye.
5. Coast to Coast on a Bus.
6 Buck Rogers.
7. Spareribs.
8. Horn & Hardart's Children's Hour.
9. Jimmy Allen.
10. Dick Tracy.
11. Let's Pretend.
12. Jack Armstrong.

Male Singers of Popular Songs

1. Bing Crosby.
2. Lanny Ross.
3. Kenny Baker.
4. Frank Parker.
5. Dick Powell.
6. Rudy Vallee.
7. Frank Munn.
8. James Melton.
9. John McKeever.
10. Jackie Heller.
11. Ralph Kirbery.
12. Jerry Cooper.

Singers of Operatic or Classical Songs

1. Nelson Eddy.
2. Grace Moore.
3. Lanny Ross.
4. Lily Pons.
5. James Melton.
6. Jessica Dragonette.
7. Lawrence Tibbett.
8. Conrad Thibault.
9. Gladys Swarthout.
10. John Charles Thomas.
11. Richard Crooks.
12. Willie Morris.

Dance Orchestras

1. Wayne King.
2. Guy Lombardo.
3. Ben Bernie.
4. Horace Heidt.
5. Richard Himber.
6. Fred Waring.
7. Rudy Vallee.
8. Ozzie Nelson.
9. Jan Garber.
10. Ray Noble.
11. George Hall.
12. Hal Kemp.

Announcers

1. James Wallington.
2. Don Wilson.
3. Ted Husing.
4. Milton Cross.
5. Graham McNamee.
6. Tiny Ruffner.
7. Don McNeill.
8. David Ross.
9. Harry Von Zell.
10. Phil Stewart.
11. Truman Bradley.
12. John S. Young.

SIXTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL. Conducted by Alton Cook, radio editor of the New York World-Telegram, among 260 radio editors in the United States and Canada, and announced January 30, 1937. Winners, ranked according to popularity in each classification:

Outstanding Programs

1. Jack Benny Program.
2. Fred Allen Program.
3. Rudy Vallee Program.
4. Bing Crosby Program.

Best Comedian

1. Jack Benny.
2. Fred Allen.
3. Bob Burns.
4. Burns and Allen.

Light Orchestra

1. Guy Lombardo.
2. Andre Kostelanetz.
3. Wayne King.
4. Benny Goodman.

Feminine Singer

1. Kate Smith.
2. Frances Langford.
3. Gertrude Niessen.
4. Kay Thompson.

Male Popular Singer

1. Bing Crosby.
2. Frank Parker.
3. Kenny Baker.
4. Lanny Ross.

Vocal Groups

1. The Revelers.
2. Fred Waring Choir.
3. Kay Thompson Rhythm Singers.
4. Hall Johnson Choir.

Symphonic Conductor

1. Leopold Stokowski.
2. Erno Rapee.
3. Frank Black.
4. Jose Iturbi.

Classical Singer

1. Nelson Eddy
2. Lily Pons.
3. Jessica Dragonette.
4. Lawrence Tibbett.

Instrumental Musician

1. Jascha Heifetz.
2. Jose Iturbi.
3. Rubinoff.
4. Albert Spaulding.

New Star

1. Deanna Durbin.
2. Bob Burns.
3. Shep Fields.
4. Charles Butterworth.
5. Bobbie Breen.

Commentator

1. Boake Carter.
2. Edwin C. Hill.
3. Lowell Thomas.
4. Gabriel Heatter.

Sports Announcer

1. Ted Husing.
2. Clem McCarthy.
3. Bill Slater.
4. Hal Totten.

Studio Announcer

1. Don Wilson.
2. Harry Von Zell.
3. Milton Cross.
4. David Ross.

Dramatic Program

1. Radio Theatre.
2. One Man's Family.
3. March of Time.
4. First Nighter.

Children's Program

1. Singing Lady.
2. Little Orphan Annie.
3. Dorothy Gordon's Children's Corner.
4. Popeye.
5. Wilderness Road.

Woman's Program

1. Magazine of the Air.
2. Betty Crocker.
3. Wife Saver.
4. Ida Bailey Allen.

THIRD ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE. Based on polls conducted by the WNRC and cooperating organizations and announced March 31, 1937:

Best Musical Program

Ford Sunday Evening Hour.

Best Variety Program

Rudy Vallee's Varieties.

Best Educational Program

Chicago University Round Table.

Best News Program

Boake Carter.

Best Children's Program

Dorothy Gordon's Children's Corner.

Best Drama Program

Lux Radio Theatre.

Honorable Mention

General Motors Symphony.
Wallenstein's Sinfonietta.
Kraft-Phenix Music Hall.
American Town Meeting of the Air.
Metropolitan Opera Broadcasts.
Lowell Thomas.
H. V. Kaltenborn.
Kathryn Craven.
Wilderness Road.
The Singing Lady.

Special Award

Mutual Broadcasting System (for its "outstanding contribution to serious music through consistent presentation of the Stadium concerts and operas through the summer season when there is a limited amount of fine music on the air.")

Super-Award

Dr. Walter Damrosch (because he "began the first music appreciation courses on the air. . .and has done more for good music over the air than any one man in this country.")

VARIETY SHOWMANSHIP CITATIONS

On February 17, 1937, VARIETY awarded a series of plaques to radio stations deemed leaders in 12 categories of showmanship. These citations were the first in an annual series issued in conjunction with the annual VARIETY Showmanship Survey. Categories and winners were as follows:

Program originating station.....WLW, Cincinnati
Prestige subsidiary station..WHAM, Rochester, and WHAS, Louisville (duplicate awards)
Farm service station.....WHO, Des Moines, and WLS, Chicago (duplicate awards)
Network-owned station.....KMOX, St. Louis
Newspaper-owned station.....WKY, Oklahoma City
Part-time station.....WHB, Kansas City
Foreign language station.....WBNX, New York City
Social service station.....WEVD, New York City
Sports station.....WIND, Chicago
Nationally exploited station.....WCKY, Cincinnati
Community exploited station.....KFPY, Spokane
Canadian station.....CFRB, Toronto

COMMERCIAL NETWORK PROGRAMS SEASON OF 1936-1937

All the programs included in the listing below were broadcast at some time between June 1, 1936, and June 1, 1937. Data pertains to that interval, and changes occurring after June 1, 1937, are usually not noted, although in some cases, where advance information was at hand, corrections have been extended to include July and even August.

Completeness has been the aim of this presentation, and deviations have occurred only where neither the network, the advertiser, nor his agency had sufficient records.

For definitions of the various terms employed in this listing, see the "Glossary of Production Terms." (Note: Rebroadcasts are not given.)

COLUMBIA BROADCASTING SYSTEM PROGRAMS

A & P BANDWAGON

Sponsor: Great Atlantic & Pacific Tea Co. (coffee division).
Agency: Paris & Peart.
Origination: WABC Playhouse No. 2, New York.
Air time: Thursday, 8 to 9 p.m.
Network: Forty-six stations.
Production: Ted Collins office (Collins is Kate Smith's manager).
Script writers: Ted Collins and Sylvan Taplinger (general continuity).
Talent: Kate Smith, Jack Miller Orchestra, Henry Youngman, mixed chorus, dramatic cast, Ambassadors (trio), guests.
Agency director: Sylvan Taplinger (of the Collins office).
Announcers: Ted Collins and Andre Baruch; institutionals for A & P are read by A. J. Robinson (real name, Stanley Peyton).
Conductor: Jack Miller.
Length of run: Started Sept. 17, 1936.

A & P COFFEE TIME

Sponsor: Great Atlantic & Pacific Tea Co. (coffee division).
Agency: Paris & Peart.
Origination: WABC Studio No. 2 New York.
Air time: Tuesday and Thursday, 7:30 to 7:45 p.m. (originally Tues., Thurs., Friday).
Network: Thirty-one stations.
Production: Agency.
Script writer: Henry Turnbull.
Talent: Kate Smith, Jack Miller's Orchestra.
Agency directors: Henry Turnbull and A. G. Peart.
Announcer: Frank Gallop.
Conductor: Jack Miller.
Length of run: Oct. 1, 1935, to Sept. 10, 1936.

ATLANTIC FAMILY

Sponsor: Atlantic Refining Co.
Agency: N. W. Ayer.
Origination: WABC Little Theatre, New York.
Air time: Thursday, 7 to 7:30 p.m.
Network: Thirty-eight stations.
Production: Agency.
Script writer: Leonard Holton (free lance); material for Bob Hope written by a Mr. White and Buddy Pearson.
Talent: Bob Hope, Honey Chile, Red Nichols' Orchestra.
Agency director: Robert Burlen.
Announcer: Del Sharbutt.
Conductor: Red Nichols.
Length of run: Sept. 14, 1935, to Sept. 6, 1936.

AUNT JENNY'S REAL LIFE STORIES

Sponsor: Lever Bros. (Spry).
Agency: Ruthrauff & Ryan.
Origination: WABC Studio No. 5, New York.
Air time: Monday through Friday, 1:45 to 2 p.m.
Network: Forty-five stations.
Production: Agency.
Script writer: C. D. Morris (free lance).
Talent: Edith Spencer with variable dramatic cast.
Agency director: Clark Andrews.
Announcer: Dan Seymour.
Length of run: Contract started Jan. 18, 1937, for 52 weeks.

BACHELOR'S CHILDREN

Sponsor: The Cudahy Packing Co. (Old Dutch).
Agency: Roche, Williams and Cunnyngham.
Origination: WBBM, Chicago.
Air time: Monday through Friday, 9:45 to 10 a.m.
Network: Six stations.
Production: Agency.
Script writer: Bess Flynn.
Talent: Hugh Studebaker, Olan Soule, Patricia Dunlap, Marjorie Hannan, Milton Charles, Paula McClain.

Agency director: Edward Smith.
Announcer: Russell Young.
Conductor: Milton Charles.
Length of run: Sept. 28, 1936, for 52 weeks.

PHIL BAKER

Sponsor: Gulf (gasoline and oil).
Agency: Young & Rubicam.
Origination: WABC Playhouse No. 2, New York.
Air time: Sunday, 7:30 to 8 p.m.
Network: Sixty-one stations.
Production: Agency; M. Barnum.
Script writers: Ruth Aikman (commercial continuity for the agency); Sam Perrin, Arthur Phillips and Hal Block (for Phil Baker).
Talent: Phil Baker, Agnes Moorehead, Artie Auerbach, Ward Wilson (Beetle), Harry MacNaughton (Bottle), Hal Kemp Orchestra (later Oscar Bradley Orchestra), Maxine Gray (left when Hal Kemp left), Ed Smalle's Seven G's.
Agency director: M. Barnum.
Announcer: Harry Von Zell.
Conductor: Hal Kemp (Oscar Bradley after Jan. 5, 1937).
Length of run: Contract began Sept. 27, 1935; program was off for the 1936 summer, returning Sept. 27, 1936; renewed Feb. 21, 1937.

BOBBY BENSON

Sponsor: Hecker H-O Co.
Agency: Erwin Wasey Co.
Origination: WABC Studio No. 4, New York.
Air time: Monday, Wednesday, Friday, 6:15 to 6:30 p.m.
Network: Seven stations.
Production: Agency.
Script writer: Peter Dixon.
Talent: Billy Halop, Florence Halop, Craig McDonald, Neill O'Mally, Cal Tinney, John Shea, Jean Southern, Eddie Wragge.
Agency director: I. Harris.
Announcer: Dan Seymour; originally Arthur Millet.
Length of run: Ended Dec. 11, 1936, after a two-year run.

JACK BERCH AND HIS BOYS

Sponsor: Fels Naptha Co. (soap).
Agency: Young & Rubicam.
Origination: WABC Studio A, New York.
Air time: Tuesday and Thursday, 1 to 1:15 p.m.
Network: Seventeen stations.
Production: Agency.
Script writer: Jack Berch.
Talent: Jack Berch, Mark Warnow Orchestra (prior to Dec. 3, 1936, this spot was occupied by The Rhythm Boys).
Agency director: William Rousseau.
Announcer: John Reed King.
Conductor: Mark Warnow.
Length of run: Contract started Jan. 19, 1937, for 39 weeks.

BETWEEN THE BOOKENDS
(Intimate Talks on Happiness)

Sponsor: Lehn & Fink (Hinds Honey and Almond).
Agency: William Esty Co.
Origination: WABC (Paramount Organ Studio), New York.
Air time: Monday through Friday, 12:15 to 12:30 p.m.
Network: Twenty-three stations.
Production: Ted Malone.
Script writer: Ted Malone.
Talent: Ted Malone and Fred Feibel, organist.
Agency director: Harry Holcombe.
Announcer: (Kenneth Roberts); John Allen Wolf began March 24 to end of contract.
Conductor: Fred Feibel.
Length of run: Oct. 5, 1936, to April 2, 1937.

BIG SISTER

Sponsor: Lever Bros. (Rinso).
Agency: Ruthrauff & Ryan.
Origination: WABC, Studio No. 7, New York.
Air time: Monday to Friday, 11:30 to 11:45 a.m.
Network: Sixty-four stations.
Script writer: Lillian Lauferty.
Talent: Alice Frost, Junior O'Day, Haila Stoddard, Martin Gabel, Elsie Thompson, Bill Johnstone.
Agency director: Clark Andrews.
Announcer: Fred Uttal.
Length of run: Sept. 14, 1936, for 52 weeks.

MAJOR BOWES' AMATEUR HOUR

Sponsor: Chrysler Corp.
Agency: Ruthrauff & Ryan.
Origination: Manhattan Theatre, New York.
Air time: Thursday, 9 to 10 p.m.
Network: Eighty-three stations.
Production: Major Bowes.
Script writer: Major Bowes.
Talent: Major Bowes, amateurs.
Agency director: Clark Andrews.
Announcer: Ralph Edwards (originally Dan Seymour).
Conductor: Joe Meresco and Harry Merkur (piano players).
Length of run: Started Sept. 17, 1936.

BROADWAY VARIETIES

Sponsor: American Home Products (Bi-So-Dol).
Agency: Blackett-Sample-Hummert.
Origination: WABC, Playhouse No. 2, New York.
Air time: Friday, 8 to 8:30 p.m.
Network: Forty-seven stations.
Production: Agency.
Script writers: Frank Hummert and Charlotte Geer (free lance).
Talent: Oscar Shaw, Carmella Ponselle, Elizabeth Lennox, Varieties Chorus, Victor Arden's Orchestra.
Agency director: Martha Atwell (free lance).
Announcer: Del Sharbutt.
Conductor: Victor Arden.
Length of run: Since May 2, 1934.

GEORGE BURNS AND GRACIE ALLEN

Sponsor: Campbell Soup Co. (tomato juice).
Agency: F. Wallis Armstrong.
Origination: Music Box Theatre via KNX, Hollywood.
Air time: Wednesday, 8:30 to 9 p.m.
Network: Seventy-two stations.
Production: Agency.
Script writers: Willy Burns, John P. Medbury, Harvey Helm.
Talent: George Burns, Gracie Allen, Jimmy Newell (replaced by Tony Martin Jan. 25, 1936).
Agency director: Diana Bourbon.
Announcer: Kenneth Niles.
Conductor: Henry King.
Length of run: Oct. 2, 1935, to March 31, 1937.

CAMEL CARAVAN

Sponsor: R. J. Reynolds Tobacco (Camel cigarettes).
Agency: William Esty.
Origination: Music Box Theatre via KNX, Hollywood; Manhattan Theatre, New York.
Air time: Tuesday, 9:30 to 10:30 p.m.
Network: Eighty-two stations.
Production: Agency, Sam Moore.
Talent: Rupert Hughes, Benny Goodman's Orchestra (New York), George Stoll's Orchestra, Frank Forrest, dramatic cast, guests, Helen Ward (with Goodman's orchestra); Norman Sper.
Agency director: Bob Redd; Harry Holcombe (in New York).
Announcer: Bill Goodwin (Kenneth Roberts in New York).
Conductors: Benny Goodman and George Stoll.
Length of run: June 30, 1936, to Dec. 22, 1936 (replaced by "Jack Oakie's College").

BOAKE CARTER

Sponsor: Philco.
Agency: Hutchins.
Origination: WCAU, Philadelphia.
Air time: Monday through Friday, 7:45 to 8 p.m.
Network: Twenty-three stations.
Production: Boake Carter
Script writer: Boake Carter.
Talent: Boake Carter.
Length of run: Was renewed for 52 weeks on Feb. 22, 1937.

CAVALCADE OF AMERICA

Sponsor: E. I. du Pont de Nemours.
Agency: B B D & O.
Origination: WABC Little Theatre, New York.
Air time: Wednesday, 8 to 8:30 p.m.
Network: Forty-six stations.
Production: Agency; Kenneth Webb.
Script writer: Kenneth Webb and staff.
Talent: Don Voorhees Orchestra, dramatic cast, Carlile Stevens (narrator).
Agency director: Kenneth Webb (and assistant).
Announcer: Frank Singiser.
Conductor: Don Voorhees.
Length of run: Last renewal was on Oct. 14, 1936, for 52 weeks.

CHESTERFIELD PROGRAM

Sponsor: Liggett & Myers Tobacco Co.
Agency: Newell-Emmett Co.
Origination: Manhattan Theatre, New York.
Air time: Wednesday, 9 to 9:30 p.m.
Network: Ninety-five stations.
Production: CBS.
Script writers: W. Fineshriber, Fred Bethel (supervisor); David Ross.
Talent: Andrew Kostelanetz' Orchestra, Nino Martini, mixed chorus (directed by Lyn Murray).
CBS director: Fred Bethel.
Announcer: David Ross.
Length of run: Present contract began Sept. 30, 1936; program ended June 23, 1937, and was replaced by another.

CHESTERFIELD PROGRAM

Sponsor: Liggett & Myers Tobacco Co.
Agency: Newell-Emmett Co.
Origination: Manhattan Theatre, New York.
Air time: Friday, 8:30 to 9 p.m.
Network: Ninety stations.
Production: CBS; Phil Cohan.
Script writer: Kay Swift.
Talent: Hal Kemp Orchestra (replaced Andre Kostelanetz Jan. 1, 1937), Kay Thompson and the Rhythm Singers, David Ross, Paul Douglas.

CBS director: Fred Bethel; later Harry Ommerle.
Announcer: David Ross, Paul Douglas (Douglas became M. C. Jan. 1, 1937).
Conductor: Hal Kemp.
Length of run: Present contract renewed Sept. 30, 1936. (Note: This program shifts its origination to KNX, Hollywood, in July.

COME ON, LET'S SING

Sponsor: Colgate-Palmolive-Peet (Palmolive Soap).
Agency: Benton & Bowles.
Origination: WABC Playhouse No. 1, New York.
Air time: Wednesday, 9:30 to 10 p.m.
Network: Sixty-nine stations.
Production: Agency.
Script writer: Donald Cope.
Talent: Homer Rodeheaver, Tiny Ruffner, Joe Green and Cloister Bells.
Agency director: Donald Cope.
Announcer: Tiny Ruffner.
Conductor: Homer Rodeheaver.
Length of run: July 1, 1936, to Jan. 6, 1937.

COOK'S TRAVELOGUE WITH MALCOLM LA PRADE

Sponsor: Cook & Son Wagon-Lits, Inc.
Agency: L. D. Wertheimer.
Origination: Paramount Organ Studio, New York.
Air time: Sunday, 2:45 to 3 p.m.
Network: Fifteen stations.
Script writer: Malcolm La Prade.
Talent: Malcolm La Prade; Lew White, organist.
Announcer: Lee Little.
Conductor: Lew White.
Length of run: Dec. 6, 1936, to April 18, 1937.

COURTEOUS COLONELS

Sponsor: Barnsdall Refining Corp.
Agency: Cooperative Adv., Inc.
Origination: Oklahoma.
Air time: Saturday, 10:45 to 11:15 p.m.
Network: CBS; 11 stations.
Talent: Besquare Orchestra; male chorus directed by Ralph Rose, Jr.
Length of run: Dec. 19, 1396, to Feb. 6, 1937.

DR. ALLEN ROY DAFOE

Sponsor: Lehn & Fink (Lysol).
Agency: Lennen & Mitchell.
Origination: Callander, Ontario, Canada, and WABC Studio No. 5, New York.
Air time: Monday, Wednesday, Friday, 11.45 to noon.
Network: Twenty-nine stations.
Production: Agency; Jay Clark.
Script writer: Frazier Hunt and Jay Clark (Hunt writes for Dr. Dafoe).
Talent: Dr. Allen Roy Dafoe, Toytown Band, Herzel Gleen (who replaces Evelyn McGregor, who in turn replaced Ruth Carhart), Betty Garde.
Agency director: Jay Clark.
Announcer: Frank Gallop.
Conductor: Lindsay McPhail.
Length of run: Oct. 5, 1936, for 52 weeks.

DINING WITH GEORGE RECTOR

Sponsor: Phillips Packing Co.
Agency: Compton Advertising.
Origination: WABC Studio C, New York.
Air time: Wednesday, Thursday and Friday, 1:30 to 1:45 p.m.
Network: Thirty-two stations.
Production: Langlois & Wentworth.
Script writer: Gladys Malvern (free lance with the Wentworth office).
Talent: George Rector, Marcella Shields.
Agency director: Ralph Wentworth (Claude Morris and Mary Louise of the agency).
Announcer: Ralph Edwards.
Length of run: Contract started Feb. 17, 1937, for 52 weeks.

ELGIN FOOTBALL REVUE

Sponsor: Elgin National Watch Co.
Agency: J. Walter Thompson.
Origination: WBBM, Chicago, and WABC Studio No. 2, New York.
Air time: Saturday, 8:30 to 9 p.m.
Network: Fifty stations.
Production: Agency.
Script writer: Ed Thorgersen.
Talent: Ed Thorgersen, Kay Kyser Orchestra, guests.
Agency director: Victor Armstrong; later Donald Bishoff.
Conductor: Kay Kyser.
Length of run: Oct. 3, 1936, to Dec. 26, 1936.

FIVE STAR REVUE

Sponsor: Corn Products Refining (Karo and Linit).
Agency: E. W. Hellwig Co.
Origination: WABC Studio A, New York.
Air time: Monday, Wednesday, Friday, 1 to 1:15 p.m.
Network: Twenty-two stations.
Production: Roger White (independent producer for the agency).
Script writer: Alton Alexander.
Talent: Ray Sinatra's Orchestra, Morton Bowe, Meri Bell, William Johnstone, and variable cast.
Agency director: Roger White (for the agency).
CBS director: Ed Cashman.
Announcer: Ed Cashman.
Conductor: Ray Sinatra.
Length of run: Nov. 16, 1936, to May 28, 1937.

FLYING RED HORSE TAVERN

Sponsor: Socony-Vacuum Co.
Agency: J. Stirling Getchell.
Origination: WABC 44th St. Playhouse, New York.
Air time: Friday.
Network: Thirty-eight stations.
Production: Agency.
Script writer: Frank Gill, Jr. (free lance).
Talent: Joan Marsh, Walter Woolf King, Tavern Singers, The Four Red Horsemen, Lennie Hayton's Orchestra, guests.
Agency director: George Allen.
Announcer: John S. Young.
Conductor: Lennie Hayton.
Length of run: Oct. 4, 1935; expired Sept. 25, 1936.

FORD SUNDAY EVENING HOUR

Sponsor: Ford and Lincoln Motors.
Agency: N. W. Ayer.
Origination: Masonic Temple Auditorium, Detroit (via WJR).
Air time: Sunday, 9 to 10 p.m.
Network: Ninety-nine stations.
Production: Agency.
Script writer: Agency; H. L. McClinton, supervisor.
Talent: Detroit Symphony Orchestra, W. J. Cameron, Mixed Chorus, guest soloists, guest conductors.
Agency director: H. L. McClinton (Detroit).
Announcer: Truman Bradley.
Conductor: Eugene Ormandy (Victor Kolar, Fritz Reiner, Alexander Smallens and Jose Iturbi also conducted at intervals).
Length of run: Sept. 20, 1936, for 39 weeks (to June 13, 1937).

GANG BUSTERS

Sponsor: Colgate-Palmolive-Peet (shave cream).
Agency: Benton & Bowles.
Origination: WABC Studio No. 3, New York.
Air time: Wednesday, 10 to 10:30 p.m.
Network: Sixty-seven stations.
Production: Phillips Lord.
Script writer: Phillips Lord.
Talent: Phillips Lord, Edmund MacDonald, Alice Rinehart, Erik Rolf, Fred Lewis, others.
Announcer: Erik Rolf.
Agency director: Phillips Lord (free lance).
Length of run: Jan. 15, 1936; renewed Jan. 13, 1937, for 52 weeks.

GENERAL MILLS PROGRAM

Sponsor: General Mills Co. (Bisquick, Wheaties, Gold Medal Tested, Softasilk Flour).
Agencies: Blackett - Sample - Hummert and Knox-Reeves.
Origination: New York and Chicago.
Network: Thirty-two stations.
Air time: Mondays through Fridays, 10 to 11 p.m.
Production: Agencies.
Scripts: Agencies.
Talent: Elizabeth Reller and Lester Tremayne ("Betty and Bob"); Lucille Barklie, Rosemary Dillon, Larry Burton, Eddie Dean, Jimmy Gale, Ben Gage, Burton Wright, Phyllis Novak, Edith Adams ("Modern Cinderella"); Betty Crocker ("Betty Crocker"); Joe Emerson and Choirs ("Hymns of All Churches"); John S. Young as "John Watkins" ("Who's Who in Today's News").
Length of run: Started June 1, 1936.

GOOSE CREEK PARSON

Sponsor: Colgate-Palmolive-Peet (Super Suds).
Agency: Benton & Bowles.
Origination: KNX, Hollywood.
Air time: Monday, Wednesday, Friday, 7:30 to 7:45 p.m.
Network: Fifty-nine stations.
Production: Agency.
Talent: Rev. W. B. Hogg (deceased), Mrs. Hogg, Mary Hogg Michael, Elvia Allman, Tom Baxter, Men's Quartet, Women's Choir, Leonard Harlan, Robert Gordon, Thural A. Rosenscraft, John F. Knox, Rudolf Atwood.
Agency director: Jack Mullen.
CBS director: Paul Rickenbacher.
Announcer: Paul Rickenbacher.
Length of run: Aug. 30, 1936 (on Super Suds run), to Jan. 1, 1937.

GULF PRESENTS CRUMIT AND SANDERSON

Sponsor: Gulf Refining Co.
Agency: Young & Rubicam.
Origination: WABC Playhouse No. 2, New York.
Air time: Sunday, 7:30 to 8 p.m.
Network: Sixty-two stations.
Production: Agency.
Script writer: Ruth Aikman (for the agency).
Talent: Hal Kemp Orchestra, Frank Crumit, Julia Sanderson, Seven G's directed by Ed Smalle.
Agency director: M. Barnum.
Announcer: Harry Von Zell.
Conductor: Hal Kemp.
Length of run: June 28, 1936, to Sept. 20, 1936.
(Note: This show ran on the same contract that Gulf has for Phil Baker during the winter season.)

GUMPS, THE

Sponsor: Lehn & Fink (Pebeco Toothpaste).
Agency: Lennen & Mitchell.
Origination: WABC Studio No. 4, New York.
Air time: Monday through Friday, 12 noon to 12:15 p.m.
Production: Himan Brown (free lance).
Script writer: Don Johnson.
Talent: Wilmer Walter, Agnes Moorehead, Jackie Kelk, supporting cast.
Agency director: Himan Brown (free lance for the agency).
Length of run: Contract started Oct. 5, 1936; renewed April 5, 1937.

HAMMERSTEIN MUSIC HALL

Sponsor: American Home Products (Kolynos).
Agency: Blackett-Sample-Hummert.
Origination: Manhattan Theatre, New York.
Air time: Tuesday, 8 to 8:30 p.m.
Network: Forty-five stations.
Production: Agency; Mrs. Anne Hummert.
Script writer: Charlotte Geer (free lance).
Talent: Ted Hammerstein, Lucy Laughlin, Jerry Mann, Charles Magnante, guests, chorus and orchestra.
Agency director: Mildred Fenton.
CBS director: Orrie Hancock.
Announcer: John S. Young.
Conductor: Al Rickey.
Length of run: Started June 30, 1936.

HEADIN' SOUTH

Sponsor: Illinois Railroad Co.
Agency: The Caples Co.
Origination: WBBM, Chicago.
Air time: Sunday, 7:30 to 8 p.m. (program not heard in New York).
Network: Nine stations.
Production: Agency.
Script writers: Norman Ross (for the agency); Dan MacMillan (WBBM).
Talent: Richard Czerwonky and orchestra, Ruth Lyon, The Floridians (male quartet), Norman Ross.
Conductor: Richard Czerwonky.
Length of run: Nov. 22, 1936, to Feb. 14, 1937.

HORACE HEIDT'S BRIGADIERS

Sponsor: Stewart-Warner Corp.
Agency: Hays MacFarland.
Origination: WABC Playhouse No. 3, New York; also other, variable, points.
Air time: Monday, 8 to 8:30 p.m.
Network: Forty-seven stations.
Production: Agency; and Horace Heidt.
Continuity: Heidt and company.
Talent: Horace Heidt and his Brigadiers, Dorothy Russell, Glee Club (Jerry Bowne, Icky Morgan, Lysbeth Hughes, Art Thorsen, Bob McCoy, Four King Sisters, Alvina Rey).
Conductor: Horace Heidt.
Length of run: Began Jan. 2, 1936.

HEINZ MAGAZINE OF THE AIR

Sponsor: H. J. Heinz Co.
Agency: Maxon, Inc.
Origination: WABC Studio No. 1, New York.
Air time: Monday, Wednesday, Friday, 11 to 11:30 a.m.
Network: Fifty-nine stations.
Production: Wilson, Powell & Hayward (independent producers).
Script writer: Elaine Sterne Carrington (author of "Trouble House" script for the program); Henry Hayward (general).
Talent: B. A. Rolfe Orchestra (replaced Leith Stevens Orchestra Jan. 1, 1937), Delmar Edmundson, Reed Kennedy, dramatic cast (for "Trouble House" script), Bill Adams, two guests per program.
Director: Henry Hayward (of Wilson, Powell & Hayward).
CBS director: Melvin White.
Announcer: Bill Adams (free lance); commercials by John Reed King.
Conductor: B. A. Rolfe.
Length of run: Started Sept. 2, 1936, on 52-week contract.

HOLLYWOOD HOTEL

Sponsor: Campbell Soup Co.
Agency: F. Wallis Armstrong.
Origination: KNX, Hollywood.
Air time: Friday, 9 to 10 p.m.
Network: Seventy-two stations.
Production: Agency; Bill Bacher for the agency.
Script writers: Bill Bacher and staff.
Talent: Jerry Cooper (replacing Fred MacMurray and Dick Powell), Frances Langford, Igor Gorin, Anne Jamison, Louella Parsons, Duane Thompson (Sally, the telephone girl), orchestra, dramatic casts with varying talent.
Agency director: Bill Bacher for the agency.
Announcer: Kenneth Niles.
Conductor: Raymond Paige.
Length of run: Continuous renewals since 1934.

HOLLYWOOD NEWS

Sponsor: Noxzema Chemical Co.
Agency: Ruthrauff & Ryan.
Origination: WABC Studio No. 7, New York.

Movie Stars Visit Millions of Homes—via

"HOLLYWOOD HOTEL"









FRIDAY EVENING at nine the Campbell's Soup radio program "*Hollywood Hotel*" shows the screen's great folk "the way to go home". As guests of their friend and critic, **Louella Parsons,** they come before the mike to give advance glimpses of the newest motion pictures. And the broadcast brings them personally into millions of living rooms, provides a unique chance to make warm friends firsthand, right at the fans' own firesides. This is a gala event in the American family's week, an evening that glitters with glamorous names, bubbles with music, brims over with gayety. There is warm enchantment in the voice of **Frances Langford,** gay charm in **Jerry Cooper's** singing. The baritone of **Igor Gorin** is vibrant and thrilling, and **Anne Jamison** sings with skill and sweetness. Backing these voices is the splendid music of **Raymond Paige's Orchestra,** also the Hollywood







Singers, and the Rhythmettes. Genial **Ken Niles** wanders through the show with reminders now and then of Campbell's, a good soup. Finally comes "the evening's high spot", Louella Parson's pre-view of an important forthcoming picture. Each Friday unfolds a new story, brings home to America a different group of Hollywood's glamor-folk. They come singly sometimes, more often in twos and threes, till over the months hardly a first-rate performer in filmdom has not dropped in to call on Mr. and Mrs. America at home. (*Over one hundred and twenty-five guest movie stars in the past twelve months!*) It takes a lot of doing to put such an extravaganza-scale show together smoothly. Script, songs, orchestrations, sound-effects, commercials, casting, timing, cutting—days of rehearsals, revisions, more rehearsals right up till show-time Friday. All this is the work of a well-







knit radio staff under the dexterous direction of **Bill Bacher,** genius . . . "*So ends another memorable evening at Hollywood Hotel,*" not without profiting the new picture and its stars, not without prospering the sale of Campbell's Soups, and certainly not without high pleasure in millions of homes.

PRESENTED BY
Campbell's Soups
PRODUCED BY
F. WALLIS ARMSTRONG COMPANY

TUNE IN! 9 to 10 p. m. Eastern Time Friday • Columbia Network • Coast-to-Coast

Air time: Monday and Friday, 7:30 to 7:45 p.m.
Network: Two stations (WCAU and WABC).
Production: Agency. .
Script writer: Agency staff writes commercials. No continuity (Hollywood News supplied by Emo Movie Club).
Talent: Ray Block's Orchestra, Del Casino, tenor; Paul Stewart, commentator; Milton Hirth, swing organist.
Agency director: John Loveton.
Announcer: Bert Parks.
Length of run: Began May 14, 1937, for 26 weeks.

HOMEMAKER'S EXCHANGE

Sponsor: National Ice Advertising.
Agency: Donahue & Coe.
Origination: WABC Studio No. 5, New York.
Air time: Tuesday and Thursday, 11:45 to noon.
Network: Sixty-five stations.
Production: Agency.
Script writer: Eleanor Howe.
Talent: Eleanor Howe, George Shackley.
Agency director: Eileen Douglas.
Announcer: Hal Moore.
Length of run: Oct. 27, 1936, to June 1, 1937.

TED HUSING: SPORTCAST

Sponsor: Atlantic Refining.
Agency: N. W. Ayer.
Origination: WABC, New York.
Air time: Tuesday, Thursday, Friday, 7:15 to 7:30 p.m.
Network: Thirty-three stations.
Production: Agency; Robert Burlen.
Script writers: Ted Husing and Robert Burlen.
Talent: Ted Husing, Men of Atlantic (male chorus directed by Emil Cote).
Agency director: Robert Burlen.
Announcer: Del Sharbutt.
Length of run: Sept. 29, 1936, to Jan. 2, 1937.

JACK AND LORETTA

Sponsor: Colgate-Palmolive-Peet (Kirkman Soap).
Agency: N. W. Ayer.
Origination: WABC Studio A, New York.
Air time: Monday through Friday, 2:15 to 2:30 p.m.
Network: Eight stations.
Production: Agency.
Script writer: Tom Willmot.
Talent: Jack and Loretta Clemens (songs and patter).
Agency director: Tom Willmot, Prosser or Gudebrod.
Announcer: Gordon Graham.
Length of run: Began Jan. 4, 1937; renewal May 3, 1937. Previous to latter date was local show and heard 9:15 to 9:30 a.m.

JOHNNY PRESENTS

Sponsor: Philip Morris & Co.
Agency: Biow Co.
Origination: WABC Playhouse No. 1, New York.
Air time: Saturday, 8:30 to 9 p.m.
Network: 51 stations.
Production: Agency.
Script writers: Milton Biow and Charles Martin (sketches).
Talent: Russ Morgan orchestra, Johnny Roventini, Phil Duey, Swing Fourteen, Ray Block, Four Rogues, dramatic cast, Giersdorf Sisters.
Agency director: Miss R. Schuebel.
Announcer: George Brooks.
Conductor: Russ Morgan.
Length of run: Feb. 13, 1937, for 52 weeks.

AL JOLSON, MARTHA RAYE, VICTOR YOUNG'S ORCHESTRA

Sponsor: Lever Bros. (Rinso, Lifebuoy).
Agency: Ruthrauff & Ryan.
Origination: KNX, Hollywood.
Air time: Tuesday, 8:30 to 9 p.m.
Network: Fifty-seven stations.
Production: Agency; Cecil Underwood.
Script writers: Al Boasberg, Harry Conn.
Talent: Al Jolson, Sid Silvers (replaced by Harry Einstein, "Parkyakarkus," March 2, 1937), Martha Raye, Victor Young's Orchestra, Tiny Ruffner (began April 6, 1937).
Agency director: Cecil Underwood.
Announcers: Originally Rush Hughes; later Paul Rickenbacher.
Conductor: Victor Young.
Length of run: Started Dec. 22, 1936.

KRUEGER MUSICAL TOAST

Sponsor: G. Krueger Brewing Co.
Agency: Biow Co.
Origination: WABC Little Theatre, New York.
Air time: Tuesday, 7 to 7:30 p.m.
Network: 16 stations.
Production: Agency.
Script writer: Milton Biow.
Talent: Jerry Cooper, Sally Singer, Debonairs Male Trio, Ray Block Orchestra.
Agency director: Milton Biow.
CBS director: Edmund Cashman.
Announcer: Kenneth Roberts.
Conductor: Ray Block.
Length of run: June 21, 1936 to Sept. 8, 1936.

LADY ESTHER SERENADE

Sponsor: Lady Esther Co.
Agency: Stack-Goble (after September 1, 1937, this program will be handled by Lord & Thomas).
Origination: WBBM, Chicago; various other points.
Air time: Monday, 10 to 10:30 p.m.
Network: 37 stations.
Production: Agency.
Script writer: Wayne King.
Talent: Wayne King Orchestra, Bess Johnson (Lady Esther).
Announcer: Phil Stewart.
Conductor: Wayne King.
Length of run: Last renewal was on Feb. 22, 1937 for 52 weeks.

LAUGH WITH KEN MURRAY

Sponsor: Lever Bros. (Rinso, Lifebuoy).
Agency: Ruthrauff & Ryan.
Origination: WABC 45th St. Playhouse, New York.
Air time: Tuesday, 8:30 to 9 p.m.
Network: 59 stations.
Production: Agency.
Script writer: Ken Englund and Dave Friedman (free lance); Friedman (deceased) left Oct., 1936.
Talent: Ken Murray, Eve Arden, Russ Morgan Orchestra, Tony (Oswald) Labriola, Phil Regan, guests.
Agency director: Cecil Underwood; Harold Fimberg after Nov. 24, 1936.
Announcer: Fred Uttal.
Conductor: Russ Morgan.
Length of run: March 24, 1936 to Dec. 15, 1936.

VEE LAWNHURST AND THE CHARIOTEERS

Sponsor: Wildroot Co., Inc.
Agency: B B D & O.
Origination: WABC Studio No. 7, New York.
Air time: Thursday, 7:30 to 7:45 p.m.
Network: 25 stations.
Production: Agency.
Script writer: Charles M. Underhill.
Talent: Vee Lawnhurst, The Charioteers, Paul Douglas.
Agency director: Charles M. Underhill.
Announcer: Paul Douglas.
Length of run: Oct. 8, 1936 to Dec. 31, 1936.

GUY LOMBARDO ORCHESTRA

Sponsor: General Baking Co. (Bond Bread).
Agency: B B D & O.
Origination: Manhattan Theatre, New York.
Air time: Sunday, 5:30 to 6 p.m.
Network: 27 stations.
Production: Agency, David White.
Script writer: David White.
Talent: Guy Lombardo Orchestra, Carmen and Leibert Lombardo, with a commercial cast.
Agency director: David White.
Announcer: Del Sharbutt.
Conductor: Guy Lombardo.
Length of run: Contract started Sept. 6, 1936.

LUX THEATRE OF THE AIR

Sponsor: Lever Bros. (Lux Soap).
Agency: J. Walter Thompson.
Origination: Music Box Theatre via KNX, Hollywood.
Air time: Monday, 9 to 10 p.m.
Network: 59 stations.
Production: Agency.
Talent: Cecil B. DeMille, guests, orchestra.
Agency director: Frank Woodruff.
Announcer: Melvin Ruick.
Conductor: Louis Silvers.
Length of run: Contract was renewed July 27, 1936.

MA AND PA

Sponsor: Atlantic Refining Co.
Agency: N. W. Ayer.
Origination: WABC Studio No. 2, New York.
Air time: Monday through Friday, 7:15 to 7:30 p.m.
Network: 25 stations.
Production: Agency.
Script writer: Win Burton.
Talent: Parker Fennelly, Margaret Dee, Harry Humphreys, Ruth Russell, supporting cast.
Agency Director: Robert Burlen.
Announcer: Del Sharbutt.
Length of run: Started Jan. 5, 1937.

MARCH OF TIME

Sponsor: Servel, Inc.
Agency: B B D & O.
Origination: WABC Studio No. 1, New York.
Air time: Thursday, 10:30 to 11 p.m.
Network: 34 stations.
Production: Agency; Homer Fickett.
Script writer: William Geer and staff.
Talent: Dramatic cast, orchestra.
Agency directors: Homer and Kenneth Fickett; William Spier.
Announcer: Westbrook Van Voorhis (narrator), Larry Harding (commercials).
Length of run: Oct. 15, 1936 to April 8, 1937 (sponsored by Time, Inc.); April 15, 1937, under sponsorship of Servel.

MARCH OF TIME

Sponsor: William Wrigley, Jr. Co.
Agency: B B D & O.
Origination: WABC Studio No. 1, New York.
Air time: Monday through Friday, 10:30 to 10:45 p.m.
Network: 39 stations.
Production: Agency.
Script writer: William Geer and staff (agency).
Talent: Dramatic cast, orchestra.
Agency directors: Kenneth and Homer Fickett; William Spier.
Announcer: Westbrook Van Voorhis.
Conductor: Howard Barlow.
Length of run: March 30, 1936 to Sept. 25, 1936.

MORTIMER GOOCH

Sponsor: William Wrigley, Jr., Co.
Agency: Neisser-Meyerhoff.
Origination: WBBM, Chicago.
Air time: Friday, 7 to 7:15 p.m.
Network: 28 stations; 25 on the rebroadcast.
Production: Louis Jakobson (CBS Chicago staff).
Script writer: Dan MacMillan; originally John Van Cronkhite.
Talent: Bob Bailey, Louis Fitch, Claire Baum, Al Hallis.
Length of run: Nov. 13, 1936 to March 26, 1937.

MUSIC YOU LOVE, THE

Sponsor: Pittsburgh Plate Glass Co.
Agency: B B D & O.
Origination: WJAS, Pittsburgh (Carnegie Music Hall).
Air time: Sunday, 2 to 2:45 p.m.
Network: 52 stations.
Production: Agency; Arthur Pryor, Jr. and Kenneth Fickett.
Script writer: Wm. Spier (agency).
Talent: Symphony orchestra with guest performers.
Agency directors: Arthur Pryor, Jr. and Kenneth Fickett.
Announcer: Ernest Neff (WJAS).
Conductor: Antonio Modarelli.
Length of run: Contract began Sept. 13, 1936; expired Dec. 13, 1936.

MYRT AND MARGE

Sponsor: Colgate-Palmolive-Peet (Super Suds).
Agency: Benton & Bowles.
Origination: WABC Studio No. 2, New York.
Air time: Monday through Friday, 2:45 to 3 p.m.
Network: 58 stations.
Production: Agency; John Mullen.
Script writer: Myrtle Vail.
Talent: Myrtle Vail, Donna Dameral, George Dameral, Jr., Gene Morgan, Ray Hedge, Matthew Crowley, Edith Evanson.
Agency director: John Mullen and Mr. Wicker, after Feb. 22.
Announcer: Jean Paul King.
Conductor: Billy Artzt.
Length of run: Jan. 4, 1937 for 52 weeks.

NASH SPEEDSHOW

Sponsor: Nash-Kelvinator Corp. (Nash).
Agency: J. Walter Thompson.
Origination: WABC Playhouse No. 2, New York.
Air time: Saturday, 9 to 9:30 p.m.
Network: 57 stations.
Production Agency; Tony Stanford and Gordon Thompson.
Script writers: Floyd Gibbons (own material) and Lynn McManus of the agency (continuity).
Talent: Floyd Gibbons, Vincent Lopez Orchestra, guests.
Agency director: Gordon Thompson; later Tony Stanford.
Announcer: Arthur Millet.
Conductor: Vincent Lopez.
Length of run: Oct. 3, 1936 for 39 weeks. (Note: This program moved to the Pacific Coast on May 1, 1937, as the "Nash Program With Grace Moore." Agency production and direction handled by Whiten Badger. Announcer: Don Forbes. Conductor: Vincent Lopez. The first broadcast under this re-arranged setup came prior to the removal to the Coast, occuring on March 20, 1937.)

NEWS OF YOUTH

Sponsor: Ward Baking Co.
Agency: Fletcher & Ellis.
Origination: WABC Studio No. 4, New York.
Air time: Monday, Wednesday, Friday, 6:15 to 6:30 p.m.
Network: 21 stations.
Production: Ray Knight (previously Himan Brown, Peter Dixon, and I. Harris directed at various times).
Script writer: Ray Knight (Peter Dixon originally).
Talent: Laddie Seaman, variable children's cast, Don Costello, Jean Southern, Craig McDonald.
Agency director: Ray Knight.
Announcer: Andre Baruch.
Length of run: Ended March 19, 1937; run started June 16, 1936.

NEWS THROUGH A WOMAN'S EYES

Sponsor: Pontiac Motors.
Agency: MacManus, John & Adams.

Origination: WABC Studio No. 6 and Paramount Studio, New York.
Air time: Monday, Wednesday and Friday, 2 to 2:15 p.m.
Network: 57 stations.
Production: Kathryn Cravens.
Script writer: Kathryn Cravens.
Talent: Kathryn Cravens and Fred Feibel, organist; also guests.
Announcer: Various announcers.
Length of run: Contract started Oct. 2, 1936; present contract until July 9, 1937, after which a 13 week extension will be taken.

1937 EDITION OF TWIN STARS WITH HELEN BRODERICK AND VICTOR MOORE

Sponsor: National Biscuit Co.
Agency: McCann-Erickson.
Origination: KNX, Hollywood.
Air time: Sunday, 8 to 8:30 p.m.
Network: 68 stations.
Production: Agency.
Script writers: Ken Englund, Phil Rapp, Jess Oppenheim, Kim Platt.
Talent: Victor Moore, Helen Broderick, Mary Martin, Buddy Rogers' Orchestra.
Agency director: Jack Hasty.
Announcer: Carleton Kadell.
Length of run: Started March 28, 1937.

JACK OAKIE'S COLLEGE

Sponsor: R. J. Reynolds (Camel cigarettes).
Agency: William Esty.
Origination: Music Box Theatre via KNX, Hollywood; Manhattan Theatre, New York.
Air time: Tuesday, 9:30 to 10 p.m.
Network: 82 stations.
Production: Agency; Sam Moore.
Script writer: Bob Redd.
Talent: Benny Goodman Orchestra (New York), George Stoll Orchestra, Jack Oakie, guests, comedians, and singers of the collegiate type, Shaw & Lee, Judy Garland.
Agency director: Bob Redd (Harry Holcombe on New York end).
Announcer: Bill Goodwin.
Conductors: Benny Goodman and George Stoll.
Length of run: First broadcast Dec. 29, 1936; goes off after June 22, 1937. June 29th—Benny Goodman's Orchestra for half-hour show.

ORIGINAL GILLETTE COMMUNITY SING

Sponsor: Gillette Safety Razor Co.
Agency: Ruthrauff & Ryan.
Origination: WABC Playhouse No. 2, New York; from KNX, Hollywood, after Feb. 21, 1937; back to New York May 23, 1937.
Air time: Sunday, 10 to 10:30 p.m. (originally, 10 to 10:45).
Network: 95 stations.
Production: Agency.
Script writers: Irving Brecker (for Milton Berle; also general continuity of the program); Harry De Casta (for Jones & Hare).
Talent: Milton Berle, Wendell Hall, Billy Jones and Ernie Hare (left May 2, 1937), "Jolly Gillette" (Eileen Barton), Tommy Mack, Bert Gordon, chorus, Andy Sanella's Orchestra.
Agency director: G. Bennett Larson.
Announcer: Dan Seymour.
Conductor: Andy Sanella.
Length of run: Contract began Sept. 6, 1936.

OUR GAL SUNDAY

Sponsor: Affiliated Products (Anacin and Old English Floor Wax).
Agency: Blackett-Sample-Hummert.
Origination: WABC, Studio No. 6, New York.
Air Time: Monday through Friday, 12:45 to 1:00 p.m.
Network: 31 stations.
Production: Agency.
Script writer: John DeWitt.
Talent: Dorothy Lowell, "Sunday"; Robert Strauss, "Lively"; Jay Jostyn as "Jackie"; supporting cast.
Agency director: Lloyd Rosamund.
Announcer: Art Millet.
Length of run: Replaced "Rich Man's Darling" on March 29, 1937.

PALMOLIVE BEAUTY BOX THEATRE

Sponsor: Colgate - Palmolive - Peet (Palmolive Soap).
Agency: Benton & Bowles.
Origination: WABC Playhouse No. 1, New York.
Air time: Wednesday, 9:30 to 10 p.m.
Network: 67 stations.
Production: Agency.
Script writers: Various free lance writers.
Talent: Jessica Dragonette, Charles Kullmann, Al Goodman's Orchestra, male chorus and cast.
Agency director: Don Cope.
Announcer: Jean Paul King.
Length of run: Jan. 13, 1937, on 52-week contract (replaced the Palmolive community sing).

PARK AVENUE PENNERS, THE

Sponsor: R. B. Davis Co. (Cocomalt).
Agency: Ruthrauff & Ryan.

Origination: KNX Music Box Theatre, Hollywood.
Air time: Sunday, 6 to 6:30 p.m.
Network: 42 stations.
Production: Agency.
Script writers: Ed Kelso; Don Pringle; Harry Conn (for Joe Penner). (Note: Conn was on for 13 weeks, after which time Don Pringle took his place.)
Talent: Joe Penner and company.
Agency director: Nate Tufts.
Announcer: Jack Wheeler (after Jan. 10, 1937).
Conductor: Jimmy Grier.
Length of run: Began Oct. 4, 1936, for 52 weeks.

PET MILK COOKING SCHOOL

Sponsor: Pet Milk Sales Corp.
Agency: Gardner.
Origination: Experimental Kitchen of KMOX, St. Louis.
Air time: Tuesday and Thursday, 11 to 11:15 a.m.
Network: 61 stations.
Production: Mrs. Erma Proetz.
Script writer: Mrs. Erma Proetz.
Talent: Mary Lee Taylor.
Director: Mrs. Erma Proetz.
Announcer: John Cole.
Length of run: Was renewed for 52 weeks on Nov. 3, 1936.

PHILADELPHIA ORCHESTRA

Sponsor: 40 American Banks.
Agency: Wessel Co.
Origination: Curtis Institute of Music Auditorium via WCAU, Philadelphia.
Air time: Friday 10 to 10:30 p.m.
Network: 43 stations.
Production Agency; James Sauter (for the agency).
Talent: Originally the Philadelphia Orchestra with W. Kiplinger and Walter Pitkin as speakers; from April 23 to May 21, 1937, guest orchestra; last program on May 28, 1937 had the Philadelphia Orchestra.
Conductors: Leopold Stokowski and Eugene Ormandy.
Length of run: Nov. 13, 1936 to May 28, 1937. (Note: On June 4 a new series titled "Modern Symphonics" was started by this sponsor; Ferde Grofe's Orchestra and an Ed Smalle choral group comprises the talent.)

PHILLIPS POLY FOLLIES

Sponsor: Phillips Petroleum Co.
Agency: Lambert & Feasley.
Origination: KMOX, St. Louis (program is not heard in New York).
Air time: Tuesday, 10:30 to 11 p.m.
Network: 21 stations.
Production: Agency.
Script writer: Paul Phillips (of KMOX).
Talent: Al Roth Orchestra, Al Cameron, Shumate Bros., Lorraine Grimm, Edith Karen, Tom Baker, Pappy Cheshire, Eddie Dunstedter, Elmire Roessler.
Agency director: Martin Horrell (New York).
Announcers: Maurice Cliffer and Marvin Mueller.
Conductor: Al Roth.
Length of run: Contract started Nov. 10, 1936, for 52 weeks.

PICK AND PAT

Sponsor: U. S. Tobacco (Dill's Best, Model).
Agency: Arthur Kudner.
Origination: WABC 44th St. Playhouse, New York.
Air time: Monday, 8:30 to 9 p.m.
Network: 50 stations.
Production: Frank MacMahon (free lance).
Script writer: Mort Lewis.
Talent: Pick Malone, Pat Padgett, Benny Krueger's Orchestra (replaced by Ed Roecker March 1, 1937).
Agency director: Frank MacMahon (free lance).
Announcer: Hal Moore.
Conductor: Benny Krueger.
Length of run: Renewed May 31, 1937, for 52 weeks.

POPEYE, THE SAILOR

Sponsor: Wheatena Corp.
Agency: Rohrabaugh & Gibson.
Origination: WABC Studio No. 3, New York.
Air time: Monday, Wednesday, Friday, 7:15 to 7:30 p.m.
Network: 34 stations.
Production: Walter Craig office.
Script writer: John Alcorn.
Talent: Floyd T. Buckley, Olive La Moy, Charles Lawrence, Jimmy Donnelly, Vic Erwin's Orchestra.
Agency director: Walter Craig and Kenneth Burton.
Announcer: Kelvin Keech.
Conductor: Vic Erwin.
Length of run: Aug. 1, 1936, to Feb. 26, 1937.

PRETTY KITTY KELLY

Sponsor: Continental Baking (Wonder Bread, Hostess Cake).
Agency: Benton & Bowles.
Origination: WABC, New York.
Air time: Monday through Friday, 1:15 to 1:30 p.m.
Network: 41 stations.
Production: Agency.
Script writer: Frank Dahm.

Talent: Arline Blackburn, Clayton Collyer; supporting cast: Charles Slattery, Elaine Melchior, Dick Kollmar, Charme Allen.
Agency director: Kenneth McGregor.
Length of run: Started March 8, 1937.

PROFESSOR QUIZ

Sponsor: Nash-Kelvinator Corp. (refrigerators).
Agency: Geyer, Cornell & Newell.
Origination: WABC Theatre of the Barbizon Plaza Hotel, New York.
Air time: Saturday 8 to 8:30 p.m.
Network: 65 stations.
Production: CBS; Leonard Hole.
Director: Brewster Morgan.
Script writer: Craig Earl and Staff.
Talent: Craig Earl (Prof. Quiz) and audience.
Announcers: Arthur Godfrey and Lee Little.
Length of run: March 6, 1937, for 26 weeks.

QUALITY TWINS

Sponsor: Knox Gelatine Co.
Agency: Federal Advertising.
Origination: WABC Studio No. 3, New York.
Air time: Tuesday and Thursday, 11:15 to 11:30 a.m.
Network: 22 stations.
Production: Agency.
Script writers: George Comtois (general continuity), Ed East and Ralph Dumke (own material).
Talent: Ed East, Ralph Dumke, Dick Ballou's Orchestra, Helen Carroll.
Agency director: Joseph Hill.
Announcer: Arthur Millet.
Conductor: Dick Ballou.
Length of run: Sept. 29, 1936, on 52-week contract.

RENFREW OF THE MOUNTED

Sponsor: Continental Baking.
Agency: B.B.D. & O. (until Dec., 1936); Benton & Bowles thereafter.
Origination: WABC Studio No. 2, New York.
Air time: Monday through Friday, 6:45 to 7 p.m.
Network: 42 stations.
Production: Agency.
Script writer: Laurie York Erskine.
Talent: House Jamieson, Chester Stratton, Joan Baker, Hanley Stafford, supporting cast.
Agency director: Donald Cope (B.B.D. & O.); Kenneth McGregor (Benton & Bowles).
Announcers: Bert Parks; later Tiny Ruffner.
Length of run: Ended March 8, 1937, after a year's run.

RICH MAN'S DARLING

Sponsor: Affiliated Products (Jocur, Kissproof, Outdoor Girl).
Agency: Blackett-Sample-Hummert.
Origination: WABC Studio No. 6, New York.
Air time: Monday through Friday, 12:45 to 1 p.m.
Network: 31 stations.
Production: Gus Haenschen's office.
Script writers: Abby Richton (free lance) and Mrs. Anne Hummert.
Talent: Ed Jerome, Peggy Allenby, Herbert Hendrie.
Agency director: Martha Atwell; later Lloyd Rosamund.
Announcer: Art Millet, Ona Munson (commercials).
Length of run: Sept. 28, 1936, to March 26, 1937. (Replaced by "Our Gal Sunday.")

ROMANCE OF HELEN TRENT

Sponsor: Affiliated Products, Inc. (Edna Wallace Hopper).
Agency: Blackett-Sample-Hummert.
Origination: WBBM, Chicago.
Air time: Monday through Friday, 12:30 to 12:45 p.m.
Network 31 stations.
Production: Agency.
Script writers: Frank and Anne Hummert.
Talent: Virginia Clark, Marie Nelson, David Gothard, Clare Blake; supporting cast.
Agency director: Blair Walliser.
Announcer: Paul Luther.
Length of run: Started Sept. 28, 1936.

ROYAL FOOTBALL ROUNDUP WITH EDDIE DOOLEY

Sponsor: Royal Typewriter Co.
Agency: Hanff-Metzger (now Buchanan).
Origination: WABC Studio No. 6, New York.
Air time: Thursday, Saturday, 6:30 to 6:45 p.m.
Network: 10 stations.
Production Agency; Louis A. Witten.
Script writer: Eddie Dooley and staff.
Talent: Eddie Dooley, guests.
Agency director: Louis A. Witten.
Announcer: Arthur Millet.
Length of run: Sept. 17, 1936, to Dec. 12, 1936.

RUBINOFF, VIRGINIA REA, JAN PEERCE

Sponsor: Chevrolet Motor Co.
Agency: Campbell-Ewald.
Origination: WABC Playhouse No. 1, New York; later Hollywood.
Air time: Sunday, 6:30 to 7 p.m.
Network: 97 stations.
Production: Walter Craig.
Script writers: Walter Craig and Rubinoff.
Talent: Rubinoff and orchestra, Virgina Rea, Jan Peerce.
Agency director: Walter Craig.
Announcer: Hugh Conrad (also known as Westbrook Van Voorhis).
Conductor: Rubinoff.
Length of run: Contract started Oct. 18, 1936. (Note: This program moved to the Pacific Coast, Hollywood, for the interval from April 18, 1937, to June 20, 1937. On the Coast the announcer was Bob Sherwood; the agency director, J. H. Neebe; the continuity and directors, Walter Craig and J. H. Neebe; the talent, Rubinoff, orchestra, The Chevrolet Foursome, Walter Cassel and guests.)

SATURDAY NIGHT SERENADE

Sponsor: Pet Milk Sales Corp.
Agency: Gardner Advertising.
Origination: WABC Playhouse No. 1, New York.
Air time: Saturday 9:30 to 10 p.m.
Network: 59 stations.
Production: Agency; Roland Martini.
Script writers: Roland Martini and Mrs. A. W. Proetz.
Talent: Gus Haenschen's Orchestra, Mary Eastman, William Perry, The Serenaders (14 voices).
Agency director: Roland Martini.
Announcer: Frank Gallop.
Conductor: Gus Haenschen.
Length of run: Oct. 3, 1936, for 39 weeks.

SEARS—THEN AND NOW

Sponsor: Sears-Roebuck.
Agency: Stack-Goble.
Origination: WBBM, Chicago (Goodman Theatre).
Air time: Thursday, 10 to 10:30 p.m.
Network: 95 stations.
Production: Agency.
Script writer: Charles Martin.
Talent: Lester Tremayne, orchestra, dramatic cast, guests.
CBS director: Bill Robson (contracted by client).
Announcer: Truman Bradley.
Conductor: Carleton Kelsey.
Length of run: Sept. 17, 1936, to Dec. 10, 1936.

SINCLAIR BABE RUTH PROGRAM

Sponsor: Sinclair Refining Co.
Agency: Federal Advertising.
Origination: WABC, New York.
Air Time: Wednesday and Friday, 10:30 to 10:45 p.m.
Network: 62 stations.
Production: Agency.
Script writer: Joseph Hill, Bill Slocum and J. Reed King.
Talent: Babe Ruth, guests, coaches.
Agency director: Joseph Hill.
Announcer: John Reed King.
Length of run: Started April 14, 1937.

SPORTS RESUME

Sponsor: Liggett & Myers Tobacco Co.
Agency: Newell-Emmett Co.
Origination: WABC Studio No. 9, New York.
Air time: Monday through Saturday, 6:35 to 6:45 p.m.
Network: 65 stations.
Production: Harry Ommerle (CBS).
Script writer: Paul Douglas.
Talent: Paul Douglas.
Agency director: None.
Announcer: Paul Douglas.
Length of run: Started April 19, 1937.

JUDY STARR AND THE CHARIOTEERS

Sponsor: Wildroot Co., Inc.
Agency: B.B.D. & O.
Origination: WABC Studio No. 5, New York.
Air time: Thursday, 7:30 to 7:45 p.m.
Network: 25 stations.
Production: Agency.
Script writer: Charles M. Underhill.
Talent: Judy Starr, The Charioteers.
Agency director: Charles M. Underhill.
Announcer: Paul Douglas.
Length of run: Jan. 6, 1936, to Oct. 8, 1936.

SUNBRITE JUNIOR NURSE CORPS

Sponsor: Swift & Co. (Sunbrite Cleanser).
Agency: Stack-Goble.
Origination: WBBM, Chicago.
Air time: Monday, Wednesday, Friday, 5 to 5:15 p.m.
Network: 25 stations.
Production: Agency; Herb Futran. (Note: All programs submitted to Angelo Patri, child authority before broadcast).
Script writer: Herb Futran (agency).
Talent: Lucy Gillman, Sunda Love, Helena Ray, Donald Weeks, Fran Carlon, Parker Wilson, Robert Romaine, William Amsdell.
Agency director: Bess Johnson (free lance for the agency).

Announcer: Franklin MacCormack.
Length of run: Oct. 12, 1936, to April 23, 1937.

SWING WITH THE STRINGS

Sponsor: George A Hormel Co.
Agency: B.B.D. & O.
Origination: WCCO, Minneapolis.
Air time: Saturday, 8 to 8:30 p.m.
Network: Seven stations (program not heard in New York).
Production: Agency, Taylor Mills and George Bliss.
Talent: Jack Malerich Orchestra, Jack Kilmartin.
Announcer: Ted Hediger.
Conductor: Jack Malerich.
Length of run: Jan. 20, 1936, to Feb. 13, 1937.

TEXACO FIRE CHIEF

Sponsor The Texas Co.
Agency: Hanff-Metzger (Now Buchanan Co.).
Origination: KNX, Hollywood.
Air time: Sunday, 8:30 to 9 p.m.
Network: 90 stations.
Production: Eddie Cantor (in Hollywood); Jean Hight (in New York).
Talent: Eddie Cantor, Jacques Renard Orchestra, Deanna Durbin, Bobby Breen, Firemen's Glee Club, Harry Savoy (who replaced Harry Einstein on Feb. 7, 1937).
Agency directors: Fred Jordan; Louis A. Witten (New York).
CBS director: Paul Rickenbacher.
Announcer: James Wallington.
Conductor: Jacques Renard.
Length of run: Sept. 20, 1936, for 52 weeks. (Note: The summer show began June 6, 1937; Cantor left the show; the new cast included Pinky Tomlin, Eddie Stanley, Ella Logan, Saymore Saymore, Helen Troy; Vic Knight became the director of the program.)

THE TOWN CRIER

Sponsor: Liggett & Myers Tobacco (Granger tobacco).
Agency: Newell-Emmett.
Origination: WABC Studio No. 5, New York.
Air time: Tuesday and Thursday, 7:30 to 7:45 p.m.
Network: 58 stations.
Production: CBS; Harry Ommerle.
Script writer: Alexander Woollcott.
Talent: Alexander Woollcott.
Announcer: Paul Douglas.
Length of run: Jan. 7, 1937, on 52-week contract.

TREASURE ADVENTURES OF JACK MASTERS

Sponsor: Maltex Co.
Agency: J. M. Mathes.
Origination: WABC Studio No. 7, New York.
Air time: Monday, Wednesday, Friday, 5:30 to 5:45 p.m.
Network: 18 stations.
Production: Agency; William King.
Script writers: Gene Stafford (free lance) and Ralph Wentworth (director of a talent agency).
Talent: Walter Tetley, Gail Gordon, Alice Frost, Mark Smith, Charles Cantor and supporting cast.
Agency director: Ralph Wentworth and John Martin (for the agency; Wentworth is director of a talent agency, while Martin is his assistant).
Announcer: John Reed King.
Length of run: Sept. 28, 1936, to Dec. 25, 1936.

TRUE ADVENTURES

Sponsor: Colgate-Palmolive-Peet (shave cream).
Agency: Benton & Bowles.
Origination: WABC Studio No. 3, New York.
Air time: Thursday, 10 to 10:30 p.m.
Network: 57 stations.
Production: Agency; Donald Cope.
Script writers: (Change almost weekly) at present Ed Mead and Frank Provo; always free-lance writers.
Talent: Floyd Gibbons, dramatic cast.
Agency director: Donald Cope.
Announcer: Jean Paul King.
Length of run: Started Jan. 7, 1937.

UNIVERSAL RHYTHM

Sponsor: Ford Motor Co.
Agency: N. W. Ayer.
Origination: WABC Studio No. 3, New York.
Air time: Saturday, 7:30 to 8:00 p.m.
Network: 64 stations.
Production: Agency.
Script writer: Tom Carpenter.
Talent: Rex Chandler's Orchestra; Richard Bonelli, Alec Templeton (pianist), Carolyn Urbanek (soprano).
Agency director: John Prosser.
Announcer: John Prosser.
Length of run: Started April 17, 1937.

VICK'S OPEN HOUSE WITH NELSON EDDY

Sponsor: Vick Chemical Co.
Agency: Morse International.
Origination: KNX, Hollywood.
Air time: Sunday, 8 to 8:30 p.m.

Network: 77 stations.
Production: Agency; A. E. Scott.
Script writer: J. Rawlinson (for the agency).
Talent: Nelson Eddy, Joseph Pasternack's Orchestra, Francia White (replaced by Nadine Connare after Dec. 27, 1936).
Agency director: A. E. Scott (in Hollywood; until December); J. Rawlinson (New York director).
Announcer: Freebairn Smith.
Conductor: Joseph Pasternack.
Length of run: Sept. 27, 1936, to March 21, 1937.

VOICE OF NIAGARA

Sponsor: The Carborundum Co.
Agency: B.B.D. & O.
Origination: Gorge Terminal Bldg., Niagara Falls.
Air time: Saturday 7:30 to 8 p.m.
Network: 18 stations.
Production: Francis Bowman (advertising manager of Carborundum).
Script writer: Francis Bowman.
Talent: Edward D'Anna and his band, with Francis Bowman.
Announcer: Francis Bowman.
Conductor: Edward D'Anna.
Length of run: Oct. 17, 1936, to April 10, 1937.

FRED WARING'S PENNSYLVANIANS

Sponsor: Ford Motor Co.
Agency: N. W. Ayer.
Origination: WABC 44th St. Playhouse, New York.
Air time: Tuesday, 9 to 9:30 p.m.
Network: 88 stations.
Production: Fred Waring.
Script writer: Fred Waring and his office.
Talent: Fred Waring Orchestra, Tom Waring, Lane Sisters, V8 Octette, Stella, Poly McClintock.
Director: Fred Waring.
Announcer: Andre Baruch.
Conductor: Fred Waring.
Length of run: Last show Dec. 29, 1936.

WATCH THE FUN GO BY

Sponsor: Ford Motor Co.
Agency: N. W. Ayer.
Origination: WABC Playhouse No. 1, New York; various points after June 1, 1937; from July 6 through Aug. 31, 1937, the show will emanate from Hollywood; thereafter it returns to New York.
Air time: Tuesday, 9 to 9:30 p.m.
Network: 96 stations.
Production: Al Pearce.
Script writers: Jennison Parker (writes "Elmer Blurt"), Al Pearce, Munroe Upton; other members of the cast write their own parts.
Talent: Al Pearce, Larry Marsh Orchestra (replaced June 8, 1937, by Carl Hoff), Arlene Harris, Bill Comstock, Munroe Upton, Nick Lucas, guests.
Agency director: Brad Brown.
Conductor: Larry Marsh (Carl Hoff after June 8).
Length of run: Started Jan. 5, 1937; renewed in April.

WHAT'S ON YOUR MIND

Sponsor: Laco Products, Inc. (division of Pompeian Olive Oil Corp.),
Agency: Joseph Katz Co.
Origination: WJSV, Washington.
Air time: Tuesday, Thursday, 1:15 to 1:30 p.m.
Network: 12 stations.
Production: Maybelle Jennings.
Script writer: Maybelle Jennings.
Talent: Maybelle Jennings.
Announcer: Larry Elliott.
Length of run: Oct. 20, 1936, to Dec. 3, 1936.

THE WIFE SAVER WITH ALLEN PRESCOTT

Sponsor: Manhattan Soap Co. (Sweetheart Soap).
Agency: Peck Advertising.
Origination: WABC Studio C, New York.
Air time: Monday 1:30 to 1:45 p.m.
Network: 16 stations.
Production: Agency.
Script writer. Allen Prescott.
Talent: Allen Prescott, James Wilkinsen, Irving Miller.
Agency director: Arthur Sinsheimer.
Announcer: Charles Arlington.
Length of run: Jan. 13, 1937, on 52-week contract. (Note: After April 26, 1937, the time of broadcast was changed from Wednesday and Friday mornings to Monday, 1:30 to 1:45 p.m.)

YOUR HIT PARADE

Sponsor: American Tobacco Co. (Lucky Strike).
Agency: Lord & Thomas.
Origination: Manhattan Theatre, New York.
Air time: Saturday, 10 to 10:45 p.m.
Network: 92 stations.
Production: Agency; Jess Welsh.
Script writer: Charles Speer.
Talent: Various orchestras; various singers.
Agency directors: William Hillpot and Ted Sisson.

Announcers: Andre Baruch and Basil Ruysdael (commercials).
Length of run: Contract began May 2, 1936.

YOUR NEWS PARADE

Sponsor: American Tobacco (Lucky Strike).
Agency: Lord & Thomas.
Origination: WABC Studio 9, New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: 91 stations.
Production: Agency.
Script writer: Edwin C. Hill.
Talent: Edwin C. Hill; Fred Feibel (organist).
Agency director: Travis Wells.
Announcer: Andre Baruch.
Length of run: Started April 5, 1937.

YOUR UNSEEN FRIEND

Sponsor: Beneficial Management Co.
Agency: Albert Frank-Guenther Law, Inc.
Origination: WABC, New York, Studio 1.
Air time: Tuesday, 10:30 to 11 p.m. (since April 27, 1937; originally Sunday, 5 to 5:30 p.m.)
Network: 46 stations.
Production: Agency; assisted by Neff & Rogow.
Script writer: H. Joachim.
Talent: H. Joachim, Harry Salter Orchestra, Ethel Everett, Arlene Jackson (after December 6, 1936), Maurice Taplinger.
Agency director: H. Joachim.
Announcer: Don MacFarland (after April 27, 1937; originally Taplinger and Edwards).
Conductor: Harry Salter.
Length of run: Oct. 4, 1936, for 52 weeks.

NATIONAL BROADCASTING SYSTEM PROGRAMS

A & P GYPSIES

Sponsor: Great Atlantic & Pacific Tea Co.
Agency: Paris & Peart.
Origination: New York.
Air time: Monday, 9:00 to 9:30 p.m.
Network: NBC Red; 23 stations.
Production: Harry Horlick.
Talent: Harry Horlick and Orchestra, Frank Parker.
Announcer: Milton J. Cross.
Conductor: Harry Horlick.
Length of run: 1924, to September 7, 1936.

ACME SUNSHINE MELODIES

Sponsor: Acme White Lead and Color Works.
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air time: Sunday, 5:30 to 6:00 p.m.
Network: NBC Red; 20 stations.
Talent: Smiling Ed McConnell, Irma Glen, Palmer Clark's Orchestra.
Conductor: Palmer Clark.
Length of run: started August 30, 1936.

ADVENTURES OF CAPTAIN DIAMOND

Sponsor: General Foods Corp. (Diamond Crystal Salt).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air time: Sunday, 3:00 to 3:30 p.m.
Network: NBC Blue; 15 stations.
Production: Lester O'Keefe.
Script writer: Burr Cook.
Talent: Al Swenson, Florence Malone.
Agency director: Kenneth McGregor.
Announcer: Howard Claney (prior to April 4, 1937, Tiny Ruffner).
Length of run: November 15, 1936 to April 18, 1937.

ADVENTURES OF DARI DAN

Sponsor: Bowery's Inc. (Dari-Rich Chocolate Milk Drink.)
Agency: Russell C. Comer Advertising Co.
Origination: Chicago.
Air time: Monday, Wednesday and Friday, 5:15 to 5:30 p.m.
Network: Basic Red.
Production: E. Marshall.
Script writer: Finney Briggs.
Talent: Finney Briggs, Cecil Roy, Forrest Lewis.
Agency director: R. A. Sorensen.
Announcer: Fort Pearson.
Length of run: started March 1, 1936.

THE ALLEGHENY METAL SHOW

Sponsor: Allegheny Steel Co.
Agency: Walker & Downing.
Origination: New York.
Air time: Friday, 7:15 to 7:30 p.m.
Network: NBC Blue; 30 stations.
Production: Lester O'Keefe (NBC).
Talent: Ford Bond, master of ceremonies, Mario Cozzi, Josef Stopak's Orchestra.
Announcers: Ford Bond, Gene Hamilton.
Conductor: Josef Stopak.
Length of run: November 27, 1936 to May 21, 1937.

Program Styles by NBC

In the short space of ten years, NBC has not only pioneered a new industry and extended its range of entertainment past the farthest civilized border. It has pioneered—every year—with new trends in programs. These trends have set the patterns for most of radio entertainment's developments.

Among the important types of entertainment first brought to the nation's listeners over NBC Networks are the following:

Famous Comedians
Full-hour Dramatic Programs
Daily Serials
All-star Variety Shows
Grand Opera
Public Forums
Championship Fights
Educational Music Programs
Symphony Orchestras
International Shortwave

NATIONAL BROADCASTING COMPANY

NBC

A Radio Corporation of America Service

AMERICAN ALBUM OF FAMILIAR MUSIC

Sponsor: Sterling Products, Inc. (Bayer Aspirin.)
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9:30 to 10:00 p.m.
Network: NBC Red; 58 stations.
Production: Lester O'Keefe (NBC).
Script writers: Frank and Anne Hummert.
Talent: Frank Munn, Jean Dickenson, Bertrand Hirsh, Amsterdam Chorus, Gus Haenschen's Orchestra.
Announcer: Howard Claney.
Length of run: started October 11, 1931.

AMOS 'N' ANDY

Sponsor: The Pepsodent Co. (Pepsodent Toothpaste, Junis Cream, Antiseptic.)
Agency: Lord & Thomas.
Origination: Chicago.
Air time: Monday through Friday, 7:00 to 7:15 p.m.
Network: NBC Red; 42 stations.
Script writers: Amos 'n' Andy.
Talent: Freeman Gosden, Charles Correll.
Agency director: Basil Loughrane.
Announcer: Bill Hay.
Length of run: started in August, 1929.

ARMCO IRON MASTER

Sponsor: American Rolling Mills.
Agency: N. W. Ayer & Son.
Origination: Cincinnati.
Air time: Tuesday, 10:00 to 10:30 p.m.
Network: NBC Blue; 26 stations.
Production: John Prosser.
Script writers: Maley and Abodahek.
Talent: Frank Simon and Concert Band, Bennett Chapple.
Agency director: David Gudebrod.
NBC director: John Prosser.
Announcer: Durward Kirby.
Length of run: November 29, 1936 to February 23, 1937.

FRED ASTAIRE

Sponsor: Packard Motor Car Co.
Agency: Young & Rubicam.
Origination: Hollywood.
Air time: Tuesday, 9:30 to 10:30 p.m.
Network: NBC Red; 65 stations.
Production: Tom Harrington, Joe Stauffer.
Script writer: Agency staff.
Talent: Fred Astaire, Charles Butterworth, Trudy Wood, Conrad Thibault, Francia White, Male Chorus directed by Leon Rosebrook, Johnny Green's Orchestra.
Agency director: Tom Harrington.
Announcer: Ken Carpenter.
Length of run: September 8, 1936 to June, 1937.

BACKSTAGE WIFE

Sponsor: Sterling Products, Inc. (Dr. Lyon's Toothpowder.)
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air time: Monday through Friday, 11:15 to 11:30 a.m.
Network: NBC Red; 36 stations.
Production: handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Vivian Fridell, Ken Griffen.
Length of run: present series started September 14, 1936.

BAKERS BROADCAST

Sponsor: Standard Brands (Fleischmann Yeast for Bread).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Sunday, 7:30 to 8:00 p.m.
Network: NBC Blue; 64 stations.
Production: Charles Warburton (NBC).
Talent: Robert L. Ripley, Ozzie Nelson, Shirley Lloyd, New Rhythm Singers.
Announcer: Ben Grauer.
Conductor: Ozzie Nelson.
Length of run: started October 6, 1935. (Husbands and Wives, with different cast, from July to October, 1936; on October 4, the Ripley show resumed.)

BENEATH THE SURFACE

Sponsor: The Hudson Coal Co.
Agency: Leighton & Nelson.
Origination: New York.
Air time: Sunday, 2:00 to 2:30 p.m.
Network: NBC Red; 11 stations.
Length of run: Sept. 20, 1936, Apr. 4, 1937.

BEN BERNIE AND ALL THE LADS

Sponsor: American Can.
Agency: Fuller & Smith & Ross, Inc.
Origination: varies.
Air time: Tuesday, 9:00 to 9:30 p.m.
Network: NBC Blue; 57 stations.
Production: Harry Weiler.
Script writer: Harry Weiler.
Talent: Ben Bernie Orchestra; guests.
Agency director: Harry Weiler.
Announcer: Alois Havrilla.
Conductor: Ben Bernie.
Lengh of run: started October 29, 1935.

BROADWAY MERRY-GO-ROUND

Sponsor: Sterling Products, Inc. (Dr. Lyon's Toothpowder.)
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Airtime: Wednesday, 8:00 to 8:30 p.m.
Network: NBC Blue; 22 stations.
Production: Herbert Liversidge (NBC).
Script writers: Frank and Anne Hummert.
Talent: Beatrice Lillie, White Way Boys (trio), Al Rickey's Orchestra. (Prior to January 6, 1937, talent was Fannie Brice and Victor Arden's Orchestra.)

Announcer: Ford Bond.
Length of run: started April 15, 1936.

BROWN & WILLIAMSON PROGRAM

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh and Kool Cigarettes).
Agency: BBD & O.
Origination: New York.
Air time: Friday, 10:00 to 10:30 p.m.
Network: NBC Blue; 38 stations.
Production: Handled by agency.
Script writer: Eugene Conrad.
Talent: Jack Pearl, Tommy Dorsey Orchestra, Morton Bowe, Edythe Wright, Three Esquires.
Conductor: Tommy Dorsey.
Length of run: Started Nov. 9, 1936.

BURNS AND ALLEN

Sponsor: General Foods Corp. (Grape-Nuts).
Agency: Young & Rubicam.
Origination: Hollywood.
Air time: Monday, 8:00 to 8:30 p.m.
Network: NBC Red; 64 stations.
Production: Everard Meade.
Script writers: George Burns and staff.
Talent: George Burns, Gracie Allen, Tony Martin, Dick Foran, Ray Noble and Orchestra.
Agency director: Everard Meade.
Announcer: Ronald Drake.
Conductor: Ray Noble.
Length of run started: April 12, 1937.

CALLING ALL SWEETHEARTS

Sponsor: Humphreys Homeopathic Medicine Co. (Remedies and Witch Hazel Ointment.)
Agency: The Biow Co., Inc.
Origination: New York.
Air time: Tuesday and Thursday, 5:45 to 6:00 p.m.; Sunday, 10:15 to 10:30 a.m.
Network: NBC Blue; 8 stations.
Production: Harold A. Labair.
Script writers: May Singhi Breen, Peter de Rose.
Talent: May Singhi Breen, Peter de Rose, Andy Sanella and Orchestra.
Agency director: Harold A. Labair.
NBC director: Morris Hamilton.
Announcer: Lyle Van.
Conductor: Andy Sanella.
Length of run: December 1, 1936 to March 7, 1937.

CHASE & SANBORN PROGRAM

Sponsor: Standard Brands, Inc. (Chase & Sanbord Coffee.)
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air time: Sunday, 8:00 to 9:00 p.m.
Network: NBC Red; 63 stations.
Talent: W. C. Fields; Edgar Bergen; Don Ameche, master of ceremonies; Werner Janssen, conductor. (Prior to May 9, 1937, program was titled "Do You Want to be an Actor?" with Haven McQuarry; before that date, A. L. Alexander's "Good Will Court" occupied the same spot.)
Announcer: Don Briggs.
Conductor: Werner Janssen.
Length of run: Contract on which this show runs started September 8, 1929.

CHEERIO'S MUSICAL MOSAICS

Sponsor: Sonotone Corp. (Sonotone Hearing Aid.)
Agency: Topping & Lloyd, Inc.
Origination: New York.
Air time: Tuesday, 4:00 to 4:15 p.m.
Network: NBC Red; 40 stations.
Production: Dick Leonard.
Script writer: "Cheerio."
Talent: Cheerio, master of ceremonies, Alden Adkins, Harrison Isles.
NBC director: Dick Leonard.
Conductor: Harrison Isles.
Length of run: September 29, 1936 to December 29, 1936.

CITIES SERVICE CONCERT

Sponsor: Cities Service Co.
Agency: Lord & Thomas.
Origination: New York.
Air Time: Friday, 8:00 to 9:00 p.m.
Network: NBC Red; 43 stations.
Production: John Hynes, Don Foster.
Talent: Lucille Manners, Rose Graham, Revelers Quartet, Cities Service Orchestra, conducted by Rosario Bourdon.
Agency director: Thomas McAvity.
Announcer: Ford Bond.
Conductor: Rosario Bourdon.
Length of run: started December 29, 1935.

THE CONTENTED HOUR

Sponsor: Carnation Milk Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: Chicago.
Air time: Monday, 10:00 to 10:30 p.m.
Network: NBC Red; 58 stations.
Production: Jules Herbuveaux.
Script writer: Charles Lewis, Jr.
Talent: Vivien Della Chiesa, Margaret Gent, Grace, Ruth and Marian Doring, Carnation Quartet.
Agency director: Holland Engle.
Announcer: Vincent Pelletier.
Conductor: Frank Black.
Length of run: started January 4, 1932.

CORONET-ON-THE-AIR

Sponsor: David A. Smart (Publisher, Coronet Magazine).
Agency: BBD & O.
Origination: New York.
Air time: Friday, 9:30 to 10:00 p.m.

Network: NBC Blue; 29 stations.
Production: handled by agency.
Script writer: agency staff.
Talent: Deems Taylor, Robert Armbruster's Orchestra.
Agency director: Arthur Pryor, Jr.
NBC director: James Haupt.
Announcer: Edward J. Herlihy.
Conductor: Robert Armbruster.
Length of run: April 2, 1937 to June 25, 1937.

DEATH VALLEY DAYS

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air time: Friday, 8:30 to 9:00 p.m.
Network: NBC Blue; 19 stations.
Script writer: Ruth Cornwall.
Talent: Harry Humphrey, Jack MacBryde, Jean King.
Agency director: Dorothy Barstow.
NBC director: Edwin Whitney.
Announcer: George Hicks.
Conductor: Josef Bonime.
Length of run: started September 30, 1930.

DOG HEROES

Sponsor: Modern Food Process Co. (Thrivo Dog Food).
Agency: The Clements Co.
Origination: New York.
Air time: Tuesday, 4:30 to 4:45 p.m.
Network: NBC Blue; 10 stations.
Script writer: Harry Swan.
Talent: Harry Swan, Charles Sorce.
Announcer: Pat Kelly.
Length of run: June 11, 1937 to May 25, 1937. (These dates are for latest series only; contract was renewed October 6, 1936.)

EASY ACES

Sponsor: American Home Products (Anacin).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Tuesday, Wednesday and Thursday, 7:00 to 7:15 p.m.
Network: NBC Blue; 21 stations.
Production: handled by agency.
Script writer: Goodman Ace.
Talent: Mr. and Mrs. Goodman Ace.
NBC director: James Haupt.
Announcer: Ford Bond.
Length of run: started February 4, 1935.

J. ALDEN EDKINS

Sponsor: Griswold Manufacturing Co. (cooking utensils).
Agency: BBD & O.
Origination: New York.
Air time: Sunday, 9:30 to 9:45 a.m.
Network: WEAF and WTAM.
Talent: J. Alden Edkins, Charles Baker.
Announcer: Robert Waldrop.
Length of run: Jan. 31, 1937, to May 2, 1937. (From Jan. 31, 1937, to April 18, 1937, program was heard over WJZ and WTAM. From April 25, 1937, to close, WEAF and WTAM.)

FRANK FAY CALLING

Sponsor: Standard Brands, Inc. (Royal Fruit Flavored Gelatin).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air time: Friday, 8:30 to 9:00 p.m.
Network: NBC Blue; 24 stations.
Script writer: Frank Fay.
Talent: Frank Fay, Eddie Kay and orchestra.
Announcer: Frank Fay.
Conductor: Eddie Kay.
Length of run: April 18, 1936 to August 28, 1936. (Prior to May 29, program was heard Saturday, 9:00 to 9:30 p.m.)

FIRESIDE RECITALS

Sponsor: American Radiator Co.
Agency: Blaker Advertising Agency.
Origination: New York.
Air time: Sunday, 7:30 to 7:45 p.m.
Network: NBC Red; 20 stations.
Production: James Haupt (NBC).
Talent: Frank St. Leger, conductor; Helen Marshall (replaced Willie Morris, October 25, 1936); Sigurd Nilssen.
Agency director: Sidney Sundell.
Announcer: Charles Field.
Conductor: Frank St. Leger.
Length of run: started September 16, 1934.

THE FIRST NIGHTER

Sponsor: Campana Sales Co. (Italian Balm).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air time: Friday, 10:00 to 10:30 p.m.
Network: NBC Red; 45 stations.
Production: C. L. Menser.
Talent: Lester Tremayne (replaced Don Ameche June 4, 1937), Barbara Luddy.
NBC director: C. L. Menser.
Length of run: started November 27, 1930.

FITCH JINGLE SHOW

Sponsor: F. W. Fitch Co. (Shampoo).
Agency: L. W. Ramsey Co.
Origination: Chicago.
Air time: Saturday, 11:45 to 12:00 no
Network: NBC red; 39 stations.
Production: L. G. Harris (NBC).
Talent: Gene Arnold, Ranch Boys Trio.
Agency director: E. G. Naeckel.
Announcer: Gene Rouse.
Length of run: started March 13, 1937. (Note: various programs have been spon-

sored by this company since September, 1933, the original contract date.)

FIVE STAR JONES

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Friday, 10:15 to 10:30 a.m.
Network: NBC Blue; 5 stations.
Production: handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Elizabeth Day, J. Kane.
NBC director: Norman Sweetser.
Length of run: July 6, 1936 to February 5, 1937.

THE FLEISCHMANN HOUR

Sponsor: Standards Brands (Royal Gelatin).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Thursday, 8:00 to 9:00 p.m.
Network: NBC Red; 61 stations.
Production: Lester O'Keefe (NBC).
Script writer: George Faulkner.
Talent: Rudy Vallee and his Connecticut Yankees; guest stars.
Announcer: Graham McNamee.
Conductor: Rudy Vallee.
Length of run: started October 24, 1929.

FOLLOW THE MOON

Sponsor: Jergens-Woodbury Sales Corp.
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air time: Monday through Friday, 4:30 to 4:45 p.m.
Network: NBC Red; 48 stations.
Production: Jay Clark.
Talent: Elsie Hitz, Nick Dawson, Georgette Harvey, Henry Gurvey.
Agency director: Jay Clark.
Announcer: Alan Kent.
Length of run: January 4, 1937 to July 2, 1937.

FRIGIDAIRE FROLICS

Sponsor: Frigidaire Corporation.
Agency: Lord & Thomas.
Origination: Chicago.
Air time: Friday, 9:30 to 10:00 p.m.
Network: NBC Blue; sixty-nine stations.
Talent: Ted Fio Rito's Orchestra, Charles Lyon, master of ceremonies, Louise Starkey Mead, Isobel Carothers Berolzheimer, Helen King Mitchell.
Conductor: Ted Fio Rito.
Length of run: June 26, 1936 to September 18, 1936.

GIRL ALONE

Sponsor: Kellogg Company.
Agency: N. W. Ayer & Son, Inc.
Origination: Chicago.
Air time: Monday through Friday, 12:00 to 12:15 p.m.
Network: NBC Red; 8 stations.
Production: Howard Keegan.
Script writer: Fayette Krum.
Talent: Betty Winkler, Pat Murphy.
Agency director: Mason McGuire.
NBC director: Ed Boroff.
Announcer: Les Griffith.
Length of run: started July 13, 1936.

GRAND HOTEL

Sponsor: Campana Sales Co. (Dreskin).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air time: Sunday, 3:30 to 4:00 p.m.
Network: NBC Red; 31 stations.
Production: C. L. Menser.
Talent: Anne Seymour, Lester Tremayne, Betty Winkler.
Announcer: Fort Pearson.
Length of run: October 4, 1936 to April 4, 1937.

EDGAR GUEST IN WELCOME VALLEY

Sponsor: Household Finance Corp.
Agency: Charles Daniel Frey Co.
Origination: Chicago.
Air time: Tuesday, 8:30 to 9:00 p.m.
Network: NBC Blue; 18 stations.
Script writer: Edith Meiser. (Irna Phillips until October 6, 1936.)
Talent: Edgar Guest, Cliff Arguette, Bernardine Flynn, Isabel Randolph, Judith Lowry, Betty Winkler, Sidney Ellstrom.
Agency director: H. C. Klein.
Announcer: Vincent Pelletier.
Length of run: started January 1, 1935.

GUIDING LIGHT

Sponsor: Procter & Gamble (White Naptha Soap).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air time: Monday through Friday, 4:45 to 5:00 p.m.
Network: NBC Red; 50 stations.
Production: John E. McMillan.
Script writer: Irna Phillips.
Talent: Arthur Peterson, Mercedes McCambridge, Ray Johnson.
Agency director: John Taylor.
NBC director: Howard Keegan.
Announcer: Louis Roen.
Length of run: started January 25, 1937.

HAMMERSTEIN MUSIC HALL

Sponsor: American Home Products (Kolynos Toothpaste).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday, 8:00 to 8:30 p.m.
Network: NBC Red; 21 stations.
Production: Lester Vail (NBC).
Script writers: Frank and Anne Hummert.
Talent: Ted Hammerstein, master of cer-

emonies; Music Hall Orchestra, directed by Alfred Rickey; Lucy Laughlin; guest stars.
Announcer: John S. Young.
Length of run: September 30, 1935 to June 22, 1936.

HARLEM REVUE

Sponsor: Standard Brands (Fleischmann Yeast for Health).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Friday, 9:00 to 9:30 p.m.
Network: NBC Blue; 35 stations.
Production: Paul Dumont (NBC).
Script writer: Octavus Roy Cohen.
Talent: Gee Gee James, Eddie Green, Louis Armstrong's Orchestra, guest stars.
Announcer: Graham McNamee.
Conductor: Louis Armstrong.
Length of run: started April 9, 1937.

DAVID HARUM

Sponsor: B. T. Babbitt Co. (Bab-O).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Friday, 11:00 to 11:15 a.m.
Network: NBC Red; 22 stations.
Production: Lester Vail (NBC).
Talent: Wilmer Walter (David Harum), P. Stewart, Peggy Allenby.
Announcer: Ford Bond.
Length of run: started January 27, 1936.

HELEN HAYES IN BAMBI

Sponsor: General Foods Corp. (Sanka Coffee).
Agency: Young & Rubicam.
Origination: New York.
Air time: Monday, 8:00 to 8:30 p.m.
Network: NBC Blue; 32 stations.
Production: Merridd Barnum.
Script writers: Knowles Entrikin.
Talent: Helen Hayes, James Meighan, George Harvey, Wright Kramer, Wilmer Walter, Bill Adams.
Agency director: Merridd Barnum.
Announcer: Bill Adams.
Conductor: Mark Warnow.
Length of run: September 28, 1936 to March 22, 1937.

THE HOUR OF CHARM

Sponsor: General Electric Company.
Agency: Maxon, Inc.
Origination: New York.
Air time: Monday, 9:30 to 10:00 p.m.
Network: NBC Red; 52 stations.
Production: Howard Wiley (NBC).
Talent: Phil Spitalny and All-Girl Orchestra; Maxine; Three Little Words Trio; Evelyn; Rosaline Greene, mistress of ceremonies.
Agency director: R. S. Allison, Jr.
Announcer: Nelson Case.
Length of run: Started Nov. 2, 1936.

THE HOUSE THAT JACK BUILT

Sponsor: Duff-Norton Manufacturing Co. (lifting jacks).
Agency: Walker & Downing.
Origination: Sewickley Heights, Pa.
Air time: Friday, 7:45 to 8:00 p.m.
Network: NBC Red; three stations.
Talent: Lois Miller, organist and singer.
Length of run: February 26, 1937, to May 21, 1937.

HOW TO BE CHARMING

Sponsor: Sterling Products, Inc. (Phillips Facial Cream).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air time: Monday, Wednesday and Friday, 11:30 to 11:45 a.m.
Network: NBC Red; thirty-six stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Beatrice de Sylvara.
Announcer: John P. Costello.
Length of run: Started Sept. 14, 1936.

HUSBANDS AND WIVES

Sponsor: Lamont Corliss & Co. (Ponds Creams and Face Powders).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Tuesday, 8:00 to 8:30 p.m.
Network: NBC Blue; thirty stations.
Production: Sherman MacGregor (NBC).
Talent: Allie Lowe Miles, Sedley Brown.
Announcer: Nelson Case.
Length of run: Started Oct. 6, 1936.

IODENT DRESS REHEARSAL

Sponsor: Iodent Chemical Co.
Agency: Maxon, Inc.
Origination: New York.
Air time: Sunday, 11:30 to 12 noon.
Network: NBC Blue; thirty-one stations.
Production: R. S. Allison, Jr.
Script writer: Mabel Albertson.
Talent: Joe Rines, Mabel Albertson, Pinky Lee, Morton Bowe.
Agency director: R. S. Allison, Jr.
Announcer: Jack Costello.
Length of run: Nov. 1, 1936, to April 25, 1937.

JELLO PROGRAM STARRING JACK BENNY

Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam.
Origination: Hollywood.
Air time: Sunday, 7:00 to 7:30 p.m.
Network: NBC Red; seventy stations.
Production: Tom Harrington.
Script writers: Jack Benny and staff (Bill Morrow and Ed Beloin).
Talent: Jack Benny, Mary Livingstone, Kenny Baker, Don Wilson, Phil Harris' Orchestra.

Agency director: Tom Harrington.
Announcer: Don Wilson.
Conductor: Phil Harris.
Length of run: Started Oct. 14, 1934.

JIMMY FIDLER

Sponsor: Luden, Inc. (cough drops).
Agency: J. M. Mathes, Inc.
Origination: Hollywood.
Air time: Tuesday, 10:30 to 10:45 p.m.
Network: NBC Red; thirty-eight stations.
Production: Wilfred S. King.
Script writer: Jimmy Fidler.
Talent: Jimmy Fidler.
Agency director: John S. Davidson.
Announcer: Bob Sherwood.
Length of run: Nov. 10, 1936, to March 2, 1937.

JIMMY FIDLER

Sponsor: Procter & Gamble (Drene Shampoo).
Agency: H. W. Kastor & Sons.
Origination: Hollywood.
Air time: Tuesday, 10:30 to 10:45 p.m.
Network: NBC Red; thirty-one stations.
Production: Ed Aleshire.
Script writers: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.
Talent: Jimmy Fidler.
Length of run: Started March 16, 1937.

JOHN'S OTHER WIFE

Sponsor: American Home Products (Angelus Lipstick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Friday, 10:15 to 10:30 a.m.
Network: NBC Red; thirty stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Matt Crowley, Phillis Welch, Irene Hubbard, Milo Bolton.
NBC directors: Charles Warburton, Austen Croom-Johnson.
Announcer: Robert Waldrop.
Length of run: Started Sept. 14, 1936.

KALTENMEYER'S KINDERGARTEN

Sponsor: Quaker Oats Co.
Agency: Lord & Thomas.
Origination: Chicago.
Air time: Saturday, 5:30 to 6:00 p.m.
Network: NBC Red; forty-five stations.
Production: Mr. Stanley (NBC).
Script writer: Harry Lawrence.
Talent: Bruce Kamman, Marian and Jim Jordan, Johnny Wolf, Thor Ericson, Merrill Fugit, Elinor Harriott, Cecil Roy.
Agency director: Basil Loughrane.
Announcer: Charles Lyon.
Conductor: Harry Kogen.
Length of run: Started Jan. 4, 1936.

KITCHEN CAVALCADE

Sponsor: C. F. Mueller & Co. (macaroni).
Agency: Kenyon & Eckhardt, Inc.
Origination: New York.
Air time: Monday to Friday, 10:45 to 11:00 a.m.
Network: NBC Blue; seven stations.
Production: Jean Grombach.
Script writer: Leonard Holton.
Talent: Crosby Gaige, Joe Viviano.
Agency director: Jean Grombach.
Announcer: William Farren.
Length of run: Started Feb. 22, 1937.

THE KRAFT MUSIC HALL

Sponsor: Kraft-Phenix Cheese Corp. (Division of National Dairy Products Co.).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air time: Thursday, 10:00 to 11:00 p.m.
Network: NBC Red; 59 stations.
Script writer: Carroll Carroll; others.
Talent: Bing Crosby, Bob Burns, Grete Stueckgold, Paul Taylor Chorus, Jimmy Dorsey's Orchestra, Ken Carpenter, announcer.
Announcer: Ken Carpenter.
Conductor: Jimmy Dorsey, until July 1; at press time, no new conductor had been assigned.
Length of run: Started June 26, 1933.

KRUEGER'S MUSICAL TOAST

Sponsor: G. Krueger Brewing Co.
Agency: The Biow Company.
Origination: New York.
Air time: Monday, 10:30 to 11::00 p.m.
Network: NBC Red; 19 stations.
Production: Reggie Schuebel.
Script writer: Milton Biow.
Talent: Jerry Cooper; Martin Block, master of ceremonies; Sally Singer; The Debonnaires; Ray Block's Orchestra.
Agency director: Reggie Schuebel.
Announcer: Martin Block.
Conductor: Ray Block.
Length of run: Sept. 28, 1936, to March 22, 1937.

LADY ESTHER SERENADE

Sponsor: Lady Esther, Ltd.
Agency: Stack-Goble (after September 1, 1937, this program will be handled by Lord & Thomas).
Origination: Chicago.
Air time: Tuesday and Wednesday, 8:30 to 9:00 p.m.
Network: NBC Red; 39 stations.
Production: John Butler.
Script writer: John Butler.
Talent: Bess Johnson (Lady Esther), Wayne King's Orchestra.
Agency director: John Butler.
Announcers: Phil Stewart, Bess Johnson.

Conductor: Wayne King.
Length of run: Started Sept. 27, 1931.

LA SALLE STYLE SHOW

Sponsor: Cadillac Motor Car Co.
Agency: McManus, John & Adams, Inc.
Origination: New York.
Air time: Thursday, 4:00 to 4.30 p.m.
Network: NBC Red; 47 stations.
Production: Henry Souvaine.
Script writer: Henry Souvaine.
Talent: Charles LeMaire, Eddie Duchin Orchestra, fashion authorities.
Agency director: Keith McLeod.
NBC director: Aldo Ghisalbert.
Announcer: Nola Luxford.
Conductor: Eddie Duchin.
Length of run: November 5, 1936, to January 28, 1937.

LITTLE ORPHAN ANNIE

Sponsor: Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air time: Monday through Friday, 5:45 to 6:00 p.m.
Network: NBC Red; 26 stations.
Production: Mr. Scott (NBC).
Script writers: Frank and Anne Hummert.
Length of run: Started April, 1931. (Prior to Nov. 2, 1936, program was heard over the Blue network.)

LOG CABIN DUDE RANCH

Sponsor: General Foods Corp. (Log Cabin Syrup).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air time: Tuesday, 8:00 to 8:30 p.m.
Network: NBC Blue; 30 stations.
Talent: Jackie Coogan, Dick Kollmar, Bill Shelley, Florida Friebus, Leo Curley, John Milton, Louise Massey, Dot and Allen Massey, Milt Mabie, Larry Wellington, Jim Babcock.
Length of run: Sept. 29, 1936, to March 3, 1937.

LORENZO JONES

Sponsor: Sterling Products, Inc. (Phillips Milk of Magnesia Tablets).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Thursday, 4:00 to 4:15 p.m.
Network: NBC Red; 22 stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Carl Swenson, Betty Garde.
Announcer: William Farren.
Length of run: Started April 26, 1937.

LOWELL THOMAS

Sponsor: Sun Oil Co.
Agency: Roche, Williams & Cunnyngham, Inc.
Origination: New York.
Air time: Monday through Friday, 6:45 to 7:00 p.m.
Network: NBC Blue; 20 stations.
Script writer: Lowell Thomas.
Talent: Lowell Thomas.
Agency director: Guy C. Pierce.
Announcer: Neel B. Enslen.
Length of run: Started June 13, 1932.

LUM 'N' ABNER

Sponsor: Horlick's Malted Milk Corp.
Agency: Lord & Thomas.
Origination: Hollywood (prior to January 19, 1937, program originated in Chicago).
Air time: Monday through Friday, 7:30 to 7:45 p.m.
Network: NBC Blue; 18 stations.
Script writers: Lum 'n' Abner.
Talent: Chester Lauck (Lum), Norris Goff (Abner).
Agency director: Basil Loughrane.
Announcer: Bill Hay.
Length of run: Started September 9, 1935.

THE MAGIC KEY OF RCA

Sponsor: Radio Corporation of America.
Agency: Lord & Thomas (after April 11, 1937, show handled by NBC).
Origination: New York.
Air time: Sunday, 2:00 to 3:00 p.m.
Network: NBC Blue; 86 stations.
Production: Howard Wiley.
Script writer: Welbourne Kelley.
Talent: Frank Black and orchestra; John B. Kennedy; guest stars.
Announcers: Milton J. Cross (music); Ben Grauer (commercials).
Conductor: Frank Black.
Length of run: Started September 29, 1935.

MAGIC VOICE

Sponsor: Procter & Gamble (Chipso).
Agency: Compton Advertising, Inc.
Origination: New York.
Air time: Monday through Friday, 4:45 to 5:00 p.m.
Network: NBC Blue; 3 stations.
Script writer: Augustuf Barratt.
Agency director: Carlo DeAngelo.
Announcer: Lyle Van.
Length of run: March 30, 1936, to August 28, 1936.

MANHATTAN MERRY-GO-ROUND

Sponsor: Sterling Products, Inc. (Dr. Lyon's Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Sunday, 9:00 to 9:30 p.m.
Network: NBC Red; 58 stations.
Production: Herbert Liversidge (NBC).
Script writers: Frank and Anne Hummert.
Talent: Bert Lahr, Rachel Carley, Men About Town Trio, Don Donnie's Orchestra.

(Prior to April 18, 1937, talent was Rachel Carley, Pierre Le Kreeum, Men About Town Trio, Andy Sanella's Orchestra.)
Announcer: Ford Bond.
Conductor: Don Donnie.
Length of run: Started November, 1932.

J. W. MARROW

Sponsor: J. W. Marrow Manufacturing Co. (shampoo).
Agency: Baggaley, Horton & Hoyt, Inc.
Origination: Chicago.
Air time: Sunday, 11:45 to 12 noon. (September 9, 1936, to March 3, 1937, program was heard Wednesday, 4:00 to 4:30 p.m.; March 10 to April 21, Wednesday, 4:00 to 4:15 p.m.; April 28, to May 2, Sunday, 4:15 to 4:30.)
Network: NBC Red; 11 stations.
Talent: Henry Busse Orchestra.
Length of run: Started September 9, 1936.

STORY OF MARY MARLIN

Sponsor: International Cellucotton Co. (Kleenex).
Agency: Lord & Thomas.
Origination: Chicago.
Air time: Monday through Friday, 12:15 to 12:30 p.m.
Network: NBC Red; 29 stations.
Script writer: Jane Cruisenberry.
Talent: Joan Blaine, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Elinor Harriott, Murray Forbes, Gene Morgan, Carlton Brickert.
NBC director: Nicholas Mathay.
Length of run: Sept. 14, 1936, to March 26, 1937.

STORY OF MARY MARLIN

Sponsor: Procter & Gamble (Ivory Snow).
Agency: Compton Advertising Agency.
Origination: Chicago.
Air time: Monday through Friday, 5:00 to 5:15 p.m.
Network: NBC Blue; 22 stations.
Production: John E. McMillan.
Script writer: Jane Cruisenberry.
Talent: Anne Seymour, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Carlton Brickert, Ann Stone, Robert Barron, Arthur Kohl, Frances Carlon.
Agency director: John Taylor.
NBC director: Wynne Orr.
Announcer: Bob Brown.
Length of run: Started March 29, 1937.

STORY OF MARY MARLIN

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising Agency.
Origination: Chicago.
Air time: Monday through Friday, 12:15 to 12:30 p.m.
Network: NBC Red; 35 stations.
Production: John E. McMillan.
Script writer: Jane Cruisenberry.
Talent: Anne Seymour, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Carlton Brickert, Ann Stone, Robert Barron, Arthur Kohl, Frances Carlon.
Ageny director: John Taylor.
NBC director: Wynne Orr.
Announcer: Bob Brown.
Length of run: Started March 29, 1937.

MAXWELL HOUSE SHOW BOAT

Sponsor: General Foods Corp. (Maxwell House Coffee).
Agency: Benton & Bowles.
Origination: New York.
Air time: Thursday, 9:00 to 10:00 p.m.
Network: NBC Red; 60 stations.
Talent: Tiny Ruffner, Frank McIntyre, Charles Winninger, Rosaline Greene, Florence Freeman, Lanny Ross, Louise Massey and the Westerners, Conrad Thibault, Irene Hubbard, Thomas L. Thomas, Molasses 'n' January, Modern Choir, Al Goodman's Orchestra, guest stars.
Announcer: Ford Bond.
Conductor: Al Goodman.
Length of run: Started October 6, 1932.

FIBBER McGEE & MOLLY

Sponsor: S. C. Johnson & Son, Inc. (floor wax).
Agency: Needham, Louis & Brorby, Inc.
Origination: Chicago.
Air time: Monday, 9:00 to 9:30 a.m.
Network: NBC Red; 54 stations.
Production: Cecil Underwood.
Script writer: Don Quinn.
Talent: Marian and Jim Jordan, Dustoff and Brightski, Gale Page, Lynn Martin, Master Singers Quartet.
Agency director: John T. Louis.
Announcer: Harlow Wilcox.
Conductor: Ted Weems.
Length of run: Started April 16, 1935.

EDWARD MacHUGH, YOUR GOSPEL SINGER

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air time: Monday through Friday, 11:45 to 12:00 noon.
Network: NBC Blue; 33 stations.
Production: John E. McMillan.
Talent: Edward MacHugh; William Meeder, organist.
Agency director: Claude Morris.
NBC director: James Haupt.
Announcer: John G. Fraser.
Length of run: Started July 6, 1936.

MELODY MATINEE

Sponsor: Smith Brothers (cough drops).
Agency: Brown & Tarcher, Inc.
Origination: New York.
Air time: Sunday, 1:30 to 2:00 p.m.
Network: NBC Red; 40 stations.
Production: Handled by agency.
Talent: Muriel Dickson, Morton Bowe, The Cavaliers, Victor Arden's Orchestra.
Announcer: William Farren.
Conductor: Victor Arden.
Length of run: November 15, 1936, to March 28, 1937.

MELODY OF ROMANCE

Sponsor: Jell-Sert Co. (Maple-Mix Dessert).
Agency: Rogers & Smith Advertising Agency.
Origination: Chicago.
Air time: Saturday, 11:15 to 11:30 a.m.
Network: NBC Blue; 25 stations.
Production: Everett George Opie.
Script writer: Everett George Opie.
Talent: Charles Sears, Harry Kogen's Orchestra.
Agency director: Everett George Opie.
Announcer: Evarett Mitchell.
Conductor: Harry Kogen.
Length of run: November 7, 1936, to January 30, 1937.

FAMOUS ACTORS' GUILD PRESENTS HELEN MENKEN IN SECOND HUSBAND

Sponsor: Sterling Products, Inc. (Bayer Aspirin).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Wednesday, 8:30 to 9:00 p.m.
Network: NBC Blue; 21 stations.
Production: Lester Vail (NBC).
Talent: Helen Menken (replaced Ethel Barrymore April 14, 1937), Jay Joslyn, Andy Donnelly, Janice Gilbert, Joe Curtin, Bert Hirsch's Orchestra.
Announcer: Howard Claney.
Conductor: Bert Hirsch.
Length of run: Started April 14, 1937. (Original contract started April 26, 1936.)

METROPOLITAN OPERA

Sponsor: Radio Corporation of America.
Origination: New York.
Air time: Saturday, 2:00 to 5:30 p.m.
Network: NBC Blue; 83 stations.
Script writer: Lawrence Abbott.
Talent: Saturday matinee opera, direct from stage of Metropolitan.
NBC directors: William Rainey, Carlo Edwards, Herbert Liversidge.
Announcer: Milton Cross.
Length of run: December 26, 1936, to March 27, 1937.

METROPOLITAN OPERA AUDITIONS OF THE AIR

Sponsor: Sherwin-Williams Co. (paints).
Agency: Cecil, Warwick & Legler.
Origination: New York.
Air time: Sunday, 3:00 to 3:30 p.m.
Network: NBC Red; 56 stations.
Production: Preston Pumphrey.
Talent: Edward Johnson, master of ceremonies; Wilfred Pelletiere's Orchestra; additional talent varies weekly.
Agency director: Preston Pumphrey.
NBC director: James Haupt.
Announcer: Howard Claney.
Conductor: Wilfred Pelletiere.
Length of run: Started October 18, 1935.

MINUTE MEN

Sponsor: General Foods Corp. (Minute Tapioca).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air time: Sunday, 5:30 to 6:00 p.m.
Network: NBC Blue; 32 stations.
Production: Tom Lewis, Bill Rousseau.
Script writer: Frederick J. Chase.
Talent: Stoopnagle and Budd, Don Voorhees' Orchestra, Harry Von Zell, Alice Frost (replaced Joan Banks, March 21, 1937), Gogo de Lys (joined February 7, 1937).
Agency director: Tom Lewis.
Announcer: Harry Von Zell.
Conductor: Don Voorhees.
Length of run: October 4, 1936, to May 16, 1937.

MODERN ROMANCES

Sponsor: Modern Magazines, Inc. (Modern Romances).
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air time: Wednesday, 2:00 to 2:30 p.m.
Network: NBC—WJZ and M & O Network; 6 stations.
Production: Himan Brown.
Talent: Varies weekly.
Agency director: Carlo De Angelo.
NBC director: Charles Warburton.
Announcer: Donald Low.
Length of run: October 7, 1936 to March 31, 1937.

BETTY MOORE TRIANGLE CLUB

Sponsor: Benjamin Moore Paint Co.
Agency: Placed direct.
Origination: New York.
Air time: Thursday, 11:30 to 11:45 a.m.
Network: NBC Red; 12 stations.
Production: Handled by sponsor.
Script writer: Betty Moore.
Talent: Betty Moore.
Announcer: Stewart Metz.
Length of run: Jan. 7, to May 27, 1937.

THE MUSICAL CAMERAMAN

Sponsor: International Silver Co.
Agency: N. W. Ayer & Son.
Origination: New York.
Air time: Sunday, 4:30 to 5:00 p.m.
Network: NBC Red; 23 stations.
Production: Thomas Hutchinson.
Script writers: Robert Burlen, Josef Cherniavsky, Kenneth N. Whatmore.
Talent: Josef Cherniavsky, Willie Morris, occasional guests.
Agency director: Jay Hanna, Robert Burlen.
NBC director: Thomas Hutchinson.
Announcers: William Farren, Lyle Van.
Conductor: Josef Cherniavsky.
Length of run: October 25, 1936, to April 18, 1937.

THE MYSTERY CHEF

Sponsor: Regional Advertisers, Inc. (participating gas companies).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air time: Tuesday and Saturday, 11:30 to 11:45 a.m.
Network: NBC Red; 12 stations (also spot, Tuesday, Thursday and Friday).
Script writer: John Macpherson.
Talent: John Macpherson.
Agency director: A. J. Perry.
Announcer: Ben Grauer.
Length of run: Started Sept. 15, 1936.

NATIONAL BARN DANCE

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: W. A. Wade Advertising Agency.
Origination: Chicago.
Air time: Saturday, 9:00 to 10:00 p.m.
Network: NBC Blue; 75 stations.
Production: W. E. Jones.
Script writer: P. C. Lund.
Talent: Joe Kelly, Pat Barrett, Nora Cunneen, Henry Burr, Lucille Long, Verna Lee and Mary, Sally Foster, Lulu Belle and Arkie, Maple City Four, Hoosier Hot Shots, Novelodians Trio.
Agency director: W. A. Wade.
Announcer: Joe Kelly.
Conductor: Glen Welty.
Length of run: Started in 1935.

THE O'NEILLS

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising Agency.
Origination: New York.
Air time: Monday through Friday, 3:45 to 5:00 p.m.
Network: NBC Red; 39 stations.
Production: John E. McMillan.
Script writer: Jane West.
Talent: Kate McComb, James Jansey, Janet Dowling, Jane West, Jack Rubin.
Agency director: John Taylor.
NBC director: Tom Reilly.
Announcer: Howard Petrie.
Length of run: Started Oct. 8, 1935.

THE O'NEILLS

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising Agency.
Origination: New York.
Air time: Monday through Friday, 11:00 to 11:15 a.m.
Network: NBC Blue; 11 stations.
Script writer: Jane West.
Talent: Kate McComb, James Jansey, Janet Dowling, Jane West, Jack Rubin.
Agency director: John Taylor.
NBC director: Tom Reilly.
Announcer: Howard Petrie.
Length of run: Started Nov. 16, 1936.

ONE MAN'S FAMILY

Sponsor: Standard Brands, Inc. (Tenderleaf Tea).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air time: Wednesday, 8:00 to 8:30 p.m.
Network: NBC Red; 60 stations.
Script writer: Carlton Morse.
Talent: Minetta Allen, J. Anthony Smythe, Michael Raffetto, Kathleen Wilson, Barton Yarborough, Billy Page, Winifred Wolfe, Helen Musselman.
Length of run: Started April 3, 1935.

OXYDOL'S OWN MA PERKINS

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air time: Monday through Friday, 3:15 to 3:30 p.m.; also Monday through Friday, 10:15 to 10:30 a.m. on 10 NBC Blue stations since Feb. 8, 1937.
Network: NBC Red; 47 stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Virginia Payne.
NBC director: Mr. Stanley.
Length of run: Started Dec. 4, 1933.

IRVIN S. COBB AND HIS PADUCAH PLANTATION

Sponsor: Olds Motor Works.
Agency: D. P. Brother & Co.
Origination: Hollywood.
Air time: Saturday, 10:30 to 11:00 p.m.
Network: NBC Red; sixty-eight stations.
Production: Marvin Young (NBC).
Talent: Irvin S. Cobb, Hall Johnson Choir, Clarence Muse, Four Blackbirds,

Dorothy Page, Harry Jackson.
Announcer: Gayne Whitman.
Conductor: Harry Jackson.
Length of run: Oct. 17, 1936, to April 10, 1937.

THE PASSING PARADE

Sponsor: Duart Sales Co., Ltd. (Creme of Milk Facial Cream and Lipstick).
Agency: Howard E. Williams, advertising.
Origination: San Francisco.
Air time: Monday and Tuesday, 7:45 to 8:00 p.m.
Network: NBC Red; 10 stations.
Production: John Nesbitt.
Script writer: John Nesbitt.
Talent: John Nesbitt and guests, Beau Art Trio.
Agency director: Howard E. Williams.
Announcer: Tobe Reid.
Length of run: Started Feb. 1, 1937. (Prior to March 1, program was heard on West Coast only.)

DOC PEARSON'S DRUG STORE

Sponsor: Block Drug Co. (Omega Oil).
Agency: Husband & Thomas Co.
Origination: New York.
Air time: Monday and Wednesday, 7:45 to 8:00 p.m.
Network: NBC Red; 5 stations.
Script writer: Kenneth Raught.
Talent: Landt Trio and White, Welcome Lewis, Julian Noa.
Announcer: Charles O'Connor.
Length of run: October 5, 1936 to December 23, 1936.

PENTHOUSE SERENADE

Sponsor: Maybelline Co. (mascara).
Agency: Cramer-Krasselt Co.
Origination: Chicago.
Air time: Sunday, 4:00 to 4:30 p.m.
Network: NBC Red; 26 stations.
Production: Bucky Harris.
Talent: Freddy Martin's Orchestra, Terry Shand, Elmer Feldkamp, Penthouse Serenaders, Dorothy Hamilton.
Agency director: J. E. Giebish.
Announcer: Louis Roen.
Conductor: Freddy Martin.
Length of run: Sept. 16, 1934, to March 2, 1937.

PEPPER YOUNG'S FAMILY

Sponsor: Procter & Gamble (Camay Soap).
Agency: Pedlar & Ryan.
Origination: New York.
Air time: Monday through Friday, 3:00 to 3:15 p.m. (Red); 10:30 to 10:45 a.m. (Blue).
Network: NBC Red, 50 stations; NBC Blue, 16 stations.
Production: Ed Wolfe (NBC).
Script writer: Elaine Sterne Carrington.
Talent: Curtis Arnall, Elizabeth Wragge, Marion Barney, Jack Roseleigh, Larry Seamon, Ed Wolfe, Johnny Kane.
Agency director: John Wiggin.
NBC director: Ed Wolfe.
Announcer: Stuart Metz.
Conductor: William Meeder.
Length of run: Started Jan. 13, 1936 (show added to Blue Network, Aug. 31, 1936).

THE PERFECT FOOL, ED WYNN

Sponsor: Axton-Fisher Tobacco Co. (Spud and Twenty Grand Cigarettes).
Agency: Young & Rubicam.
Origination: New York.
Air time: Saturday, 8:00 to 8:30 p.m.
Network: NBC Blue; 41 stations.
Production: Harry Von Zell.
Script writers: Ed Wynn and staff.
Talent: Ed Wynn, Graham McNamee, Don Voorhees and Orchestra.
NBC director: Richard Leonard.
Announcer: Graham McNamee.
Conductor: Don Voorhees.
Length of run: November 14, 1936, to May 8, 1937.

PERSONAL COLUMN OF THE AIR

Sponsor: Procter & Gamble (Chipso).
Agency: Compton Advertising, Inc.
Origination: New York.
Air time: Monday through Friday, 4:15 to 4:30 p.m.
Network: NBC Red; 23 stations.
Production: Ed Wolfe (NBC).
Editor: Inez Lopez (program idea conceived by Octavus Roy Cohen).
Agency director: Howard Parker.
Announcer: Jack Fraser.
Length of run: Started November 16, 1936. (Prior to May 3, 1937, program was heard from 2:45 to 3:00 p.m.)

PERSONAL COLUMN OF THE AIR

Sponsor: Procter & Gamble (Chipso).
Agency: Compton Advertising, Inc.
Origination: New York.
Air time: Monday through Friday, 11:15 to 11:30 a.m.
Network: NBC Blue; 14 stations.
Production: Ed Wolfe (NBC).
Editor: Inez Lopez (program idea conceived by Octavus Roy Cohen).
Agency director: Howard Parker.
Announcer: Jack Fraser.
Length of run: Started November 16, 1936.

PHILIP MORRIS PROGRAM

Sponsor: Philip Morris & Co. (cigarettes).
Agency: The Biow Co., Inc.
Origination: New York.

Air time: Tuesday, 8:00 to 8:30 p.m.
Network: NBC Red; 59 stations.
Production Lester O'Keefe.
Script writers Charles Martin (dramatic skit), Milton Biow (commercials).
Talent: Johnny, Phil Duey, Charles Martin, The Giersdorf Sisters, Rhythm Rogues, Glenn Cross, Francis Adair, Swing Fourteen, Russ Morgan and Orchestra.
Agency director: Reggie Schuebel.
NBC director: Lester O'Keefe.
Announcer: Charles O'Connor.
Conductor: Russ Morgan.
Length of run: Started April 17, 1933.

JUST PLAIN BILL AND NANCY

Sponsor: American Home Products (Anacin and Bisodol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Friday, 10:30 to 10:45 a.m.
Network: NBC Red; thirty stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Arthur Hughes, Ruth Russell, Tess Saeshan.
NBC director: Norman Sweetser.
Announcers: Ford Bond, William J. Bailey.
Length of run: Started Sept. 14, 1936.

PONTIAC VARSITY SHOW

Sponsor: General Motors Corp. (Pontiac Motor Car Co.).
Agency: MacManus, John & Adams, Inc.
Origination: Varies weekly.
Air time: Friday, 10:30 to 11:00 p.m.
Network: NBC Red; 72 stations.
Production: Thomas Stix (of Henry Souvaine, Inc.).
Script writer: Henry Souvaine.
Talent: John Held, Jr., master of ceremonies.
Agency director: W. A. P. John.
NBC directors: Al Miller, Jack Roche, Gordon Whyte.
Announcer: Paul Dumont.
Length of run: January 22, 1937, to May 14, 1937.

PORTRAITS IN HARMONY

Sponsor: General Shoe Corp.
Agency: C. P. Clark, Inc.
Origination: Varies.
Talent: Various guest bands each week.
Length of run: September 15, 1936, to December 8, 1936.

PRATT & McNEILL, UNLIMITED

Sponsor: A. H. Lewis Medicine Co.
Agency: Ruthrauff & Ryan.
Origination: Chicago.
Air time: Wednesday, 7:45 to 8:00 p.m.
Network: NBC Blue; 20 stations.
Talent: Barry McKinley (replaced James Wilkinson, January 13, 1937), Alexander Brothers.
Length of run: November 18, 1936, to January 27, 1937.

RADIO'S COURT OF HONOR

Sponsor: Radio Guide, Inc. (Radio Guide Magazine).
Agency: Lord & Thomas.
Origination: New York.
Air time: Friday, 10:00 to 10:30 p.m.
Network: NBC Blue; 22 stations.
Talent: Shep Fields' Orchestra, Dan Doran, Don Towne, Benay Venuta (joined cast December 4, 1936), guest artists.
Announcer: Ben Grauer.
Conductor: Shep Fields.
Length of run: October 2, 1936, to January 1, 1937.

THE REAL SILK PROGRAM WITH EDWIN C. HILL AS THE SPECTATOR

Sponsor: Real Silk Hosiery Mills, Inc.
Agency: Leo Burnett Co., Inc.
Origination: Chicago.
Air time: Sunday, 9:45 to 10:15 p.m.
Network: NBC Blue; 28 stations.
Production: Mr. Ainley.
Script writer: Merrill Denison.
Talent: Edwin C. Hill, Harry Sosnik's Orchestra.
Agency director: Mr. Ainley.
Announcer: Ben Grauer.
Conductor: Harry Sosnik.
Length of run: October 4, 1936, to March 28, 1937.

RED GRANGE

Sponsor: Sinclair Refining Co.
Agency: Federal Advertising Agency, Inc.
Origination: Chicago.
Air time: Friday, 10:30 to 10:45 p.m.; Saturday, 7:00 to 7:15 p.m.
Network: NBC Red; 60 stations.
Production: Joseph Hill.
Talent: Red Grange, guest coaches.
Agency director: Joseph Hill.
Announcer: Charles Lyons.
Length of run: Friday—September 4, 1936, to November 28, 1936; Saturday—September 5, 1936, to November 28, 1936.

RIDIN' HIGH

Sponsor: Cycle Trades of America.
Agency: Southmayd, Inc.
Origination: New York.
Air time: Thursday, 7:15 to 7:30 p.m.
Network: NBC Blue; 86 stations.
Talent: Ray Sinatra and Orchestra; guests.
Announcer: Alois Havrilla.
Conductor: Ray Sinatra.
Length of run: April 1, 1937, to June 24, 1937.

RIPPLING RHYTHM REVUE

Sponsor: Jergens-Woodbury Sales Corp.
Agency: Lennen & Mitchell, Inc.
Origination: New York and Hollywood.
Air time: Sunday, 9:00 to 9:30 p.m.
Network: NBC Blue; 50 stations.
Production: Mann Haliner.
Talent: Frank Parker, Bob Hope and Honey Chile, Shep Fields' Orchestra (prior to May, 1937, cast consisted of Parker, Shep Fields, and Annie, Judy and Zeke Canova; prior to January 3, 1937, the program title was Paul Whiteman's Musical Varieties, with Whiteman and Orchestra, Ramona, The King's Men, Bob Lawrence, Durelle and Johnny Hauser).
Agency director: Mann Haliner.
NBC director: Norman Dicken.
Announcer: Ben Grauer (prior to May 5, 1937, Alois Havrilla).
Conductor: Shep Fields.
Length of run: Started Sept. 1, 1934.

RY-KRISP PRESENTS MARION TALLEY

Sponsor: Ralston Purina Co.
Agency: Gardner Advertising Co.
Origination: Hollywood.
Air time: Sunday, 5:00 to 5:30 p.m.
Network: NBC Red; 34 stations.
Production: R. Martini.
Script writer: R. Martini.
Talent: Marion Talley, Paul Taylor and Chorus, Josef Koestner's Orchestra.
NBC director: Marion Young.
Announcer: Ken Carpenter.
Conductor: Josef Koestner.
Length of run: Started April 3, 1936.

THE SHELL CHATEAU

Sponsor: Shell Union Oil Corporation (gasoline and oil).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Saturday, 9:30 to 10:30 p.m.
Network: NBC Red; 40 stations.
Production: Norman Dickens (NBC).
Talent: Joe Cook, Cavalier's Quartet, Ernie Watson's Orchestra, guest stars (present cast installed January 2, 1937; prior to that date—Al Jolson and cast).
Announcer: Ben Grauer.
Conductor: Ernie Watson.
Length of run: Started April 6, 1935.

TALKS BY MRS. ROOSEVELT

Sponsor: Lamont Corliss & Co. (Ponds Face Powder).
Agency: J. Walter Thompson Co.
Origination: varies.
Air time: Wednesday, 7:15 to 7:30 p.m.
Network: NBC Blue; 33 stations.
Production: Lester O'Keefe (NBC).
Script writer: Mrs. Franklin D. Roosevelt.
Talent: Mrs. Franklin D. Roosevelt; Mrs. Malvin Thompson Schneider, personal secretary.
Announcer: Virginia Barr.
Length of run: started April 21, 1937.

SHERLOCK HOLMES

Sponsor: Household Finance Corp.
Agency: Charles Daniel Frey Co.
Origination: New York.
Air time: Thursday, 11:15 to 11:45 p.m.
Network: NBC Red; 4 stations.
Production: McKnight & Jordan.
Script writer: Edith Meiser.
Talent: Richard Gordon, Harold West, Al Shirley, Hanley Stafford, Malcolm Duncan, William Shelley.
Agency director: H. C. Klain.
Announcer: Joseph Bell.
Length of run: Oct. 1, 1936, to Dec. 24, 1936.

SIDEWALK INTERVIEWS

Sponsor: Cummer Products Co. (Molle Shaving Cream).
Agency: Stack-Goble.
Origination: New York.
Air time: Tuesday, 9:00 to 9:30 p.m.
Network: NBC Red; 28 stations.
Production: Morris Harrison.
Talent: Parks Johnson, Wallace Butterworth.
Agency director: Richard S. Porter.
NBC director: Morris Harrison.
Announcers: Ford Bond, John P. Costello.
Length of run: Started Feb. 7, 1935.

SINGIN' SAM

Sponsor: Wasey Products, Inc.
Agency: Erwin Wasey & Co., Inc.
Origination: Cincinnati.
Air time: Monday, 7:45 to 8:00 p.m. (WLW); 10:00 to 10:15 p.m. (Blue).
Network: NBC Blue; 25 stations.
Talent: Harry Frankel ("Singin' Sam").
Length of run: Oct. 5, 1936, to Jan. 4, 1937.

SINGIN' SAM

Sponsor: Wasey Products, Inc. (Barbasol).
Agency: Erwin Wasey & Co., Inc.
Origination: Cincinnati.
Air time: Friday, 7:45 to 8:00 p.m. (WLW); 8:15 to 8:30 p.m. (Blue).
Network: NBC Blue; 25 stations.
Talent: Harry Frankel.
Length of run: Sept. 4, 1936, to May 28, 1927.

GREATER SINCLAIR MINSTRELS

Sponsor: Sinclair Refining Co.
Agency: Federal Advertising Agency.
Origination: Chicago.
Air time: Monday, 9:00 to 9:30 p. m.
Network: NBC Blue; 60 stations.

Production: Joseph Hill.
Script writer: Bob Ross.
Talent: Gus Van, Jos Parsons, Billy White, Malcolm Claire, Fritz Clark, Ray Marlin, Harry Kogen's Orchestra.
Agency director: Joseph Hill.
Announcer: Charles Lyons.
Conductor: Harry Kogen.
Length of run: February, 1932, to January 4, 1937.

SINGING LADY

Sponsor: Kellogg Company.
Agency: N. W. Ayer & Son.
Origination: New York.
Air time: Monday through Thursday, 5:30 to 5:45 p.m.
Network: NBC Blue; 13 stations.
Production: Charles Warburton.
Script writer: Ireene Wicker.
Talent: Ireene Wicker.
NBC director: Charles Warburton.
Announcer: Milton J. Cross.
Conductor: Milton Rettenberg.
Length of run: Started in 1932.

THE SINGING LADY MUSICAL PLAYS

Sponsor: Kellogg Company.
Agency: N. W. Ayer & Son.
Origination: New York.
Air time: Friday, 5:15 to 5:15 p.m.
Network: NBC Blue; 45 stations.
Production: Charles Warburton.
Script writer: Ireene Wicker.
Talent: Ireene Wicker, Charles Warburton, James Meighan, Florence Malone, String Trio, Children's Chorus.
Agency director: Jay Hanna.
NBC director: Charles Warburton.
Announcer: Milton J. Cross.
Conductor: Milton Rettenberg.
Length of run: Started Dec. 25, 1936. Ends for summer on June 25, 1937; resumes in October.

SNOW VILLAGE SKETCHES

Sponsor: Loose-Wiles Biscuit Co.
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air time: Saturday, 9:00 to 9:30 p.m.
Network: NBC Red; 28 stations.
Production: Harold McGee.
Script writer: William Ford Manley.
Talent: Arthur Allen, Parker Fennelly, Kate McComb, Robert Strauss, John Milton, Isabel Winlock, Ruth Russell.
Agency director: Karl Knipe.
NBC director: Edwin Whitney.
Announcer: Alois Havrilla.
Conductor: William Stickles.
Length of run: Started Oct. 3, 1936.

GLADYS SWARTHOUT

Sponsor: National Ice Advertising Co.
Agency: Donahue & Coe, Inc.
Origination: New York.
Air time: Sunday, 10:00 to 10:30 p.m.
Network: NBC Red; 57 stations.
Production: handled by agency.
Talent: Gladys Swarthout, Frank Chapman, Robert Armbruster's Orchestra. tra.
Agency director: Lynn Farnoe.
Announcer: Gene Hamilton.
Conductor: Robert Armbruster.
Length of run: Feb. 10, 1937, to May 16, 1937. (Prior to April 4, program was heard Wednesday, 10:30 to 11:00 p.m.).

STUDEBAKER CHAMPIONS

Sponsor: Studebaker Sales Corporation of America.
Agency: Roche, Williams & Cunnyngham, Inc.
Origination: New York.
Air time: Monday, 10:00 to 10:30 p.m.
Network: NBC Blue; 32 stations.
Production: Ted Pearson.
Talent: Richard Himber's Orchestra, Stuart Allen, guest stars.
Agency director: Ted Pearson.
NBC director: Aldo Ghisalbert.
Announcers: Ted Pearson, Howard J. Herlihy.
Conductor: Richard Himber.
Length of run: May 1, 1936, to May 31, 1937.

SUNDAY NIGHT PARTY

Sponsor: Sealtest Laboratories, Inc. (Sealtest Ice Cream and Milk).
Agency: J. Walter Thompson Co.
Origination: New York.
Air time: Sunday, 10:00 to 11:00 p.m.
Network: NBC Red; 40 stations.
Production: Edwin Dunham (NBC).
Talent: James Melton, Donald Dickson, Jane Pickens, Lucia Grasser, Tom Howard, George Shelton, New Yorkers Chorus, Robert Dolan's Orchestra. (Prior to May 23, 1937, program was titled Saturday Night Party, heard Saturday, 8:00 to 9:00 p.m., with Walter O'Keefe, Jane Pickens, Walter Cassel, Stuart Churchill, Ferde Grofe.)
Agency director: Gordon Thompson.
Announcers: Nelson Case, George Hicks.
Conductor: Robert Dolan.
Length of run: Started Oct. 17, 1936.

SUNSET DREAMS

Sponsor: F. W. Fitch Co. (Shampoo).
Agency: L. W. Ramsey Co.
Origination: Chicago.
Air time: Sunday, 7:45 to 8:00 p.m.
Network: NBC Red; 39 stations.
Production: L. G. Harris (NBC).
Talent: Ranch Boys Trio, Morin Sisters.
Agency director: E. G. Naeckel.
Announcer: Gene Rouse.

Length of run: Started September 6, 1936. (Note: This date is for current show only; original contract date is September, 1933.)

SWEETEST LOVE SONGS EVER SUNG

Sponsor: Sterling Products, Inc. (Phillips Dental Cream).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air time: Tuesday, 9:30 to 10:30 p.m. (Prior to April 27, 1937, was heard Monday, 8:30 to 9:00 p.m.)

Network: NBC Blue; 21 stations.

Production: Carlo Edwards.

Script writers: Frank and Anne Hummert.

Talent: Frank Munn, Lois Bennet (replaced Natalie Bodanya April 12, 1937), Gus Haenschen's Orchestra. (Prior to December, 1936, talent was Bernice Claire, Oliver Smith, Abe Lyman's Orchestra.)

Announcer: Ben Grauer.

Conductor: Gus Haenschen.

Length of run: started May 25, 1936. (Prior to April 27, 1937, program was heard Monday, 8:30 to 9:00 p.m.)

SYMPHONY CONCERTS

Sponsor: General Motors Corp.

Agency: Campbell-Ewald Co.

Origination: New York.

Air time: Sunday, 8:00 to 9:00 p.m.

Network: NBC Blue; 48 stations.

Production: Henry Souvaine.

Script writer: R. F. Fields.

Talent: Erno Rapee conducting General Motors Symphony Orchestra; guest stars weekly; occasional guest conductors.

Agency director: R. F. Fields.

Announcer: Howard Claney.

Conductor: Erno Rapee.

Length of run: contract renewed September 13, 1936 to June 6, 1937. (Until April 4, 1937, program was heard on the Red network, 10:00 to 11:00 p.m.)

TALE OF TODAY

Sponsor: Princess Pat, Ltd.

Agency: McJunkin Advertising Co.

Origination: Chicago.

Air time: Sunday, 6:30 to 7:00 p.m.

Network: NBC Red; 14 stations.

Production: Howard Koegan.

Script writer: Gordon St. Clair.

Talent: Harvey Hays, Joan Blaire, Harriette Widmer, Laurette Fillbrandt, Willard Farnum, Robert Griffin, Frank Pacelli.

Agency director: Frank Steel.

Announcer: Verne Smith.

Length of run: started July 3, 1933.

THE ORIGINAL TASTYEAST JESTERS

Sponsor: Tastyeast, Inc.

Agency: Peck Advertising Agency.

Origination: New York.

Air time: Tuesday, 7:15 to 7:30 p.m.

Network: NBC Blue; 19 stations.

Production: Arthur Sinsheimer.

Talent: Dwight Latham, Guy Bonham, Wamp Carlson (Tastyeast Jesters); Charles Magnatti, accordionist.

Agency director: Arthur Sinsheimer.

Announcer: Donald H. Low.

Length of run: Started Jan. 12, 1937. (This date is for latest series only; original contract started in 1933.)

TEA TIME AT MORRELL'S

Sponsor: John Morrell & Co. (Red Heart Dog Food).

Agency: Henri, Hurst & McDonald, Inc.

Origination: Chicago.

Air time: Friday, 4:00 to 4:30 p.m.

Network: NBC Red; 17 stations.

Talent: Don McNeill, master of ceremonies, Gale Page, Charles Sears, Roy Shields (replaced Joseph Gallicchio, April 9, 1937).

Conductor: Roy Shields.

Length of run: September 3, 1936 to May 28, 1937.

THATCHER COLT

Sponsor: Packer's Tar Soap, Inc.

Agency: Stack-Goble.

Origination: New York.

Air time: Sunday, 2:30 to 3:00 p.m.

Network: NBC Red; 33 stations.

Production: Himan Brown.

Talent: Hanley Stafford, Richard Gordon, John Brown, Wilena Water.

Agency director: Richard S. Porter.

NBC director: Lester Vail.

Announcer: Wallace Butterworth.

Length of run: started September 27, 1936.

TIM HEALEY AS NEWS COMMENTATOR

Sponsor: Procter & Gamble (Ivory Flakes).

Agency: Compton Advertising Agency.

Origination: New York.

Air time: Monday, through Friday, 10:00 to 10:15 a.m. (previous to March 29, 1937, program was heard from 9:45 to 10:00 a.m.).

Network: NBC Blue; 11 stations.

Production: John E. McMillan.

Script writer: Tim Healey.

Talent: Captain Tim Healey.

Agency director: Claude Morris.

NBC director: James Church.

Announcer: Howard Petrie.

Length of run: September 28, 1936 to June 1, 1937.

TOM MIX AND HIS RALSTON STRAIGHT SHOOTERS

Sponsor: Ralston Purina Co.
Agency: Gardner Advertising Co.
Origination: New York.
Air time: Monday through Friday, 5:15 to 5:30 p.m.
Network: NBC Red; 24 stations.
Production: Charles Claggett, R. Martini.
Script writers: Larry Holcomb, R. Martini.
Talent: Artells Dickson, Percy Hemus, Jack Holden.
Announcer: Charles Lyon.
Length of run: September 28, 1936 to March 26, 1937. (These dates are for latest series only; original contract date is September, 1932.)

TRUE STORY COURT OF HUMAN RELATIONS

Sponsor: Macfadden Publications (True Story Magazine).
Agency: Arthur H. Kudner, Inc.
Origination: New York.
Air time: Friday, 9:30 to 10:00 p.m.
Network: NBC Red; 26 stations.
Production: Adrian Samish.
Script writer: William Sweets.
Talent: changes weekly.
Agency director: Charles F. Gannon.
Announcer: Charles O'Connor.
Length of run: started September 6, 1935.

TODAY'S CHILDREN

Sponsor: Pillsbury Flour Mills Co.
Agency: Hutchinson Advertising Co.
Origination: Chicago.
Air time: Monday through Friday, 10:45 to 11:00 a.m.
Network: NBC Red; 35 stations.
Production: Bucky Harris.
Script writer: Irna Phillips.
Talent: Irna Phillips, Fred Von Ammon, Bess Johnson, Jean McGregor.
Agency director: H. K. Painter.
NBC director: Bucky Harris.
Announcer: Louis Roen.
Length of run: started September 11, 1933.

TOWN HALL TONIGHT

Sponsor: Bristol-Myers (Ipana, Sal Hepatica).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air time: Wednesday, 9:00 to 10:00 p.m.
Network: NBC Red; 56 stations.
Production: George McGarrett, Tom Lewis, Bill Rousseau.
Script writer: Fred Allen.
Talent: Fred Allen, Portland Hoffa, Harry Von Zell, Charles Cantor, Minerva Pious, John Brown, Eileen Douglas, Walter Tetley, Town Hall Quartet (Scrappy Lambert, Bob Moody, Tubby Weyant, Leonard Stokes), Ken Christy, Peter Van Steeden and orchestra.
Agency directors: George McGarrett, Tom Lewis, Bill Rousseu.
NBC director: Lester Vail.
Announcer: Harry Von Zell.
Conductor: Peter Van Steeden.
Length of run: started March 21, 1934.

20,000 YEARS IN SING SING

Sponsor: William R. Warner (Sloan's Liniment).
Agency: Cecil, Warwick & Legler.
Origination: New York.
Air time: Monday, 9:00 to 9:30 p.m.
Network: NBC Red; 29 stations.
Production: McKnight & Jordon.
Script writer: Edward Burstadt.
Talent: Warden Lewis E. Lawes, Joseph Bell, Graham Harris, dramatic cast.
Agency director: Preston Pumphrey.
NBC director: Joseph Bell.
Announcer: Kelvin Keech.
Length of run: started January, 1933.

TWIN STARS

Sponsor: National Biscuit Co.
Agency: McCann-Erickson, Inc.
Origination: New York.
Air time: Friday, 9:30 to 10:00 p.m.
Network: NBC Blue; 60 stations.
Production: Dorothy Barstow.
Talent: Rosemarie Brancato, Helen Claire, Josef Bonime and Orchestra, Melodeers Quartet, Buddy Beuhler.
Announcer: Howard Petrie.
Conductor: Josef Bonime.
Length of run: October 2, 1936, to March 26, 1937.

UNCLE EZRA

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air time: Monday, Wednesday and Friday, 7:15 to 7:30 p.m.
Network: NBC Red; 43 stations.
Production: P. C. Lund.
Script writer: Jack Frost.
Talent: Pat Barrett, Cliff Soubier, Carleton Guy, Nora Cunneen.
Agency director: W. A. Wade.
NBC director: Maurice Lowell.
Announcer: Jack Holden.
Length of run: started October 17, 1934.

UNCLE JIM'S QUESTION BEE

Sponsor: G. Washington Coffee Refining Co.
Agency: Cecil, Warwick & Legler, Inc.
Origination: New York.
Air time: Saturday, 7:30 to 8:30 p.m.
Network: NBC Blue; 8 stations.
Production: Preston Pumphrey.
Talent: Jim McWilliams, assisted by Joseph Bell.
Agency director: Preston Pumphrey.
NBC director: Carleton Young (replaced Joseph S. Bell, who will resume in the Fall).
Announcer: Alvin Robinson.
Length of run: started September 28, 1936.

UNIVERSAL RHYTHM

Sponsor: Ford Motor Company Dealers.
Agency: N. W. Ayer & Son.
Origination: New York.
Air time: Friday, 9:00 to 9:30 p.m.
Network: NBC Blue; 71 stations.
Production: James Fassett.
Script writer: Tom Carpenter.
Talent: Rex Chandler and orchestra (prior to January 1, 1937, Fred Waring was program conductor), Frank Baker, Al and Lee Reiser, Landt Trio, Countess Olga Albani.
Agency director: John Prosser.
Announcer: John Prosser.
Conductor: Rex Chandler.
Length of run: January 1, 1936 to April 2, 1937.

VIC AND SADE

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising Co.
Origination: Chicago.
Air time: Monday through Friday, 3:30 to 3:45 p.m.
Network: NBC Red; 25 stations.
Production: John E. McMillan.
Script writer: Paul Rhymer.
Talent: Art Van Harvey, Bernadine Flynn.
Agency director: Felix Dyck Hoff.
NBC director: Robert Wamboldt.
Announcer: Bob Brown.
Length of run: started November 15, 1934.

VIC AND SADE

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air time: Wednesday, 7:45 to 8:00 p.m.
Network: NBC Red; 3 stations.
Production: John E. McMillan.
Script writer: Paul Rhymer.
Talent: Art Van Harvey, Bernadine Flynn.
Agency director: Felix Dyck Hoff.
NBC director: Robert Wamboldt.
Announcer: Bob Brown.
Length of run: started March 10, 1937.

VIC AND SADE

Sponsor: Procter & Gamble (Ivory Flakes).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air time: Tuesday and Friday, 10:45 to 11:00 p.m.
Network: NBC Red; 28 stations.
Production: John E. McMillan.
Script writer: Paul Rhymer.
Talent: Art Van Harvey, Bernadine Flynn.
Agency director: Felix Dyck Hoff.
NBC director: Robert Wamboldt.
Announcer: Bob Brown.
Length of run: started March 3, 1937.

VIC AND SADE

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air time: Monday through Friday, 11:30 to 11:45 a.m.
Network: NBC Blue; 19 stations.
Production: John E. McMillan.
Script writer: Paul Rhymer.
Talent: Art Van Harvey, Bernadine Flynn.
Agency director: Felix Dyck Hoff.
NBC director: Robert Wamboldt.
Announcer: Bob Brown.
Length of run: started November 5, 1934.

VOCAL VARIETIES

Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Cincinnati.
Air time: Tuesday and Thursday, 7:15 to 7:30 p.m.
Network: NBC Red; 20 stations.
Production: Ed Aleshire.
Script writers: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.
Talent: Choral group of 14 voices, The Smoothies, De Vore Sisters, William Stage's Orchestra.
Announcer: James Leonard.
Conductor: William Stage.
Length of run: started January 28, 1937.

VOICE OF EXPERIENCE

Sponsor: Wasey Products Co. (Musterole, Zemo, C. T. C., Kreml).
Agency: Erwin Wasey & Co., Inc.
Origination: New York.
Air time: Monday, Wednesday and Friday, 11:45 to 12:00 noon.

Network: NBC Red; 39 stations.
Production: Gager Wasey.
Script writer: Dr. Marion Sayle Taylor.
Talent: Dr. Marion Sayle Taylor.
Agency director: Gager Wasey.
Announcer: Jean Paul King.
Length of run: May 25, 1936, to May 21, 1937.

VOICE OF FIRESTONE

Sponsor: Firestone Tire & Rubber Co.
Agency: placed direct.
Origination: New York.
Air time: Monday, 8:30 to 9:00 p.m.
Network: NBC Red; 71 stations.
Production: Sweeney & James.
Script writer: Sweeney & James.
Talent: Richard Crooks; Margaret Speaks; Alfred Wallenstein, conductor; Firestone Choral Symphony.
Agency director: Frank G. James.
NBC director: Arthur Daly.
Announcer: Howard Claney.
Conductor: Alfred Wallenstein.
Length of run: started December 4, 1933.

WALTER WINCHELL

Sponsor: Andrew Jergens Co.
Agency: Lennen & Mitchell.
Origination: Hollywood.
Air time: Sunday, 9:30 to 9:45 p.m.
Network: NBC Blue; 50 stations.
Production: Blayne Butcher.
Script writer: Walter Winchell.
Talent: Walter Winchell.
Agency director: Mann Holiner.
Announcer: Ben Grauer.
Length of run: started September 3, 1933.

WALTZ TIME

Sponsor: Sterling Products, Inc. (Phillips Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Friday, 9:00 to 9:30 p.m.
Network: NBC Red; 21 stations.
Production: handled by agency.
Script writer: Frank Hummert.
Talent: Frank Munn, Lois Bennet (replaced Bernice Claire, February 19, 1937).
NBC director: Carlo Edwards.
Announcer: Howard Claney.
Length of run: started September 27, 1933.

WE, THE PEOPLE

Sponsor: General Foods Corp. (Calumet Baking Powder).
Agency: Young & Rubicam.
Origination: New York.
Air time: Sunday, 5:00 to 5:30 p.m.
Network: NBC Blue; 61 stations.
Production: Hubbell Robinson, Bob Wellins.
Script writer: Phillips H. Lord and staff.
Talent: Phillips H. Lord and guests.
Agency director: Hubbell Robinson.
Announcer: Fred Uttal.
Conductor: Mark Warnow.
Length of run: October 4, 1936 to May 16, 1937.

WELCH PRESENTS IRENE RICH

Sponsor: Welch Grape Juice Co.
Agency: H. W. Kastor & Sons.
Origination: New York.
Air time: Friday, 8:00 to 8:15 p.m.
Network: NBC Blue; 41 stations.
Production: Ed Aleshire.
Script writer: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.
Talent: Irene Rich and supporting cast.
Announcers: Ben Grauer, Charles O'Connor.
Length of run: started October 4, 1933.

WHEATIES PRESENT JACK ARMSTRONG

Sponsor: General Mills, Inc. (Wheaties)
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; fourteen stations.
Production: Mr. McCune (NBC).
Script writer: Talbot Munday.
Length of run: Aug. 31, 1936, to April 23, 1937.

THE WIFE SAVER

Sponsor: Manhattan Soap Co.
Agency: Peck Advertising Agency.
Origination: New York.
Air time: Tuesday and Thursday, 11:45 to 12:00 noon.
Network: NBC Red; 21 stations.
Production: Arthur Sinsheimer.
Script writer: Allen Prescott.
Talent: Allen Prescott, Irving Miller, James Williamson.
Agency director: Arthur Sinsheimer.
Announcer: Donald H. Low.
Length of run: started June 3, 1936.

MRS. WIGGS OF THE CABBAGE PATCH

Sponsor: American Home Products (Hill's Nose Drops).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air time: Monday through Friday, 10:00 to 10:15 a.m.
Network: NBC Red; 28 stations.
Production: Handled by agency.
Script writers: Frank and Anne Hummert.
Talent: Betty Garde, John McGovern, Agnes Young, Andy Donelly, Peg Calvert.
NBC director: Norman Sweetser.
Announcer: George Ansbro.
Length of run: Started September 14, 1936.

BARRY WOOD

Sponsor: Procter & Gamble (Drene Hair Shampoo).
Agency: H. W. Kastor & Sons.
Origination: New York.
Air time: Wednesday, 7:45 to 8:00 p.m.
Network: NBC Red; 3 stations.
Production: Ed Aleshire.
Script writers: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.
Talent: Barry Wood, Ann Leaf, Barbara Manners. (Frank Parker headed the cast until December 9, 1936, when he was replaced by Jerry Cooper; the latter was replaced by Barry Wood, May 6, 1937.)
Agency director: Ed Aleshire.
NBC director: Austin Croom-Johnson.
Announcer: Lyle Van.
Length of run: started September 9, 1936.

BARRY WOOD

Sponsor: Procter & Gamble (Drene Hair Shampoo).
Agency: H. W. Kastor & Sons.
Origination: New York.
Air time: Thursday, 7:45 to 8:00 p.m.
Network: NBC Blue; 3 stations.
Production: Ed Aleshire.
Script writers: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.
Talent: Barry Wood, Ann Leaf, Barbara Manners. (Frank Parker headed the cast until December 9, 1936, when he was replaced by Jerry Cooper; the latter was replaced by Barry Wood, May 6, 1937.)
Agency director: Ed Aleshire.
NBC director: Austin Croom-Johnson.
Announcer: Lyle Van.
Length of run: started September 9, 1936.

ED WYNN AND HIS GRAB BAG

Sponsor: Plymouth Motor Corp.
Agency: J. Stirling Getchell.
Origination: New York.
Air time: Tuesday, 9:30 to 10:00 p.m.
Network: NBC Red; 65 stations.
Production: George Allen.
Script writer: Frank Gill, Jr.
Talent: Ed Wynn, Graham McNamee, 8 Lovely Girls, The King's Merry Men, Lennie Hayton's Orchestra.
Agency director: Frank Sharp.
Announcer: Graham McNamee.
Conductor: Lennie Hayton.
Length of run: May 12, 1936 to August 4, 1936.

YOUR ENGLISH

Sponsor: Better Speech Institute of America.
Agency: Auspitz & Lee.
Origination: Chicago.
Air time: Sunday, 3:00 to 3:15 p.m.
Network: NBC Blue; 54 stations.
Script writer: Estelle B. Hunter (Educational Director, Better Speech Institute), Irving Auspitz.
Talent: dramatic cast.
Announcer: Vincent Pelletier.
Length of run: October 18, 1936 to January 10, 1937.

YOUR HIT PARADE & SWEEPSTAKES

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Origination: New York.
Air time: Wednesday, 10:00 to 10:45 p.m.
Network: NBC Red; 74 stations.
Production: handled by agency.
Talent: Ben Grauer, master of ceremonies; various orchestra leaders, featuring ten most popular hits of the week.
NBC director: Norman J. Dicken.
Announcer: Ben Grauer.
Length of run: started April 20, 1935.

MUTUAL BROADCASTING SYSTEM PROGRAMS

BACHELOR'S CHILDREN

Sponsor: Cudahy Packing Co.
Agency: Roche, Williams & Cunnyngham.
Origination: WGN, Chicago.
Air time: Monday to Friday, 10:15 to 10:30 a.m.
Network: WLW, Cincinnati, WGN, Chicago.
Length of run: Started Sept. 28, 1936, to April 23, 1937.

BEAUTY CLINIC

Sponsor: Kosmet Laboratories.
Agency: Brooke, Smith & French.
Origination: WGN, New York.
Air time: Monday and Friday, 1:45 to 2 p.m.
Script writer: E. V. Meadows.
Talent: E. V. Meadows.
Length of run: Oct. 5, 1936, to Dec. 4, 1936.

JACK BERCH

Sponsor: Delv, Ltd.
Agency: Erwin Wasey.
Origination: WOR, New York.
Air time: Monday, Wednesday, Friday, 9:45 to 10 a.m.
Network: WOR, New York; WEAN, Providence.
Production: Jack Berch.
Script writer: Jack Berch.
Talent: Jack Berch.
Agency director: Lew Amis.
Announcer: Joe Bier.
Length of run: Started April 19, 1936.

BEAUTY CLINIC

Sponsor: Kosmet Laboratories.
Agency: L. W. Ramsey.
Origination: WGN, Chicago.
Air time: Tuesday, 1:45 to 2 p.m.
Script writer: E. V. Meadows.
Talent: E. V. Meadows.
Length of run: Started Oct. 6, 1936, to Dec. 4, 1936.

CALENDAR OF MELODY

Sponsor: E .R. Squibb & Sons.
Agency: Geyer, Cornell & Newell.
Origination: WOR, New York.
Air time: Monday, Wednesday, Friday, 10:30 to 10:45 a.m.
Network: WOR, New York; WGN, Chicago; CKLW, Detroit; WLW, Cincinnati.
Talent: Rae Giersdorf, Leonard Joy Orchestra.
Announcer: Vincent Connolly.
Conductor: Leonard Joy.
Length of run: To Dec. 9, 1936.

COFFEE CLUB

Sponsor: Owens Illinois Glass Co.
Agency: U. S. Advertising.
Origination: WOR, New York.
Air time: Friday, 8 to 8:30 p.m.
Network: Nine stations.
Production: Fred Mayer.
Script writer: Fred Mayer.
Talent: Richard Himber Orchestra, Gogo De Lys, Stuart Allen, Fred Uttal.
Announcer: Fred Uttal.
Conductor: Richard Himber.
Length of run: Started Feb. 5, 1937.

FATHER COUGHLIN

Sponsor: Social Justice Pub. Co.
Agency: Albert M. Ross.
Origination: Shrine of the Little Flower, Royal Oak, Mich.
Air time: Sunday, 3 to 4 p.m.
Network: Fifty-one stations.
Length of run: Jan. 24, 1937, to April 11, 1937.

COUPLE NEXT DOOR

Sponsor: Procter & Gamble.
Agency: Blackett-Sample-Hummert.
Origination: WGN, Chicago.
Air time: Monday through Friday, 10:45 to 11 a.m.
Network: WGN, Chicago; WLW, Cincinnati.
Script writer: Thompson Buchanan.
Talent: Olan Soule, Donna Creed, Jack Brinkley.
Length of run: Started April 12, 1937.

FAMOUS JURY TRIALS

Sponsor: Mennen Co.
Agency: H. M. Kiesewetter.
Origination: WLW, Cincinnati.
Air time: Monday, 10 to 10:45 p.m.
Network: WOR, New York; WGN, Chicago; WAAB, Boston; WLW, Cincinnati.
Production: WLW, Cincinnati.
Script writer: Sheldon Stark.
Talent: Richard Keith, Sidney Slone, Charles Dameron, Luise Squires, Harry Lang.
Length of run: Sept. 28, 1936, to May 10, 1937.

FUN IN SWING TIME

Sponsor: Admiracion Shampoo.
Agency: Charles Dallas Reach.
Origination: WOR, New York.
Air time: Sunday, 6:30 to 7 p.m.
Network: Fourteen stations.
Production: Roger White.
Script writers: Tim Ryan and Roger White.
Talent: Tim Ryan, Irene Noblette, Bunny Berrigan's Orchestra, Del Sharbutt.
Agency director: John Gulick.
Announcer: Del Sharbutt.
Conductor: Benny Berrigan.
Length of run: Started April 18, 1937.

REV. CHARLES FULLER

Sponsor: Gospel Broadcasting Assn.
Agency: R. H. Alber.
Origination: KHJ, Los Angeles.
Air time: Sunday, 10 to 11 p.m.
Network: Sixteen stations.
Length of run: Began April 4, 1937. Changed in June to "Old Time Revival."

HEATEROLA TOWN HERALD

Sponsor: Estate Stove Co.
Agency: Ralph H. Jones.
Origination: WLW, Cincinnati.
Air time: Thursday, 9:30 to 10 p.m.
Network: WLW, Cincinnati; WSM, Nashville.
Talent: Vicki Chase, Herbert Spieckerman, William Stoess' Orchestra.
Conductor: William Stoess.
Length of run: Aug. 6, 1936, to Jan. 28, 1937.

GABRIEL HEATTER

Sponsor: North American Accident Insurance Co.
Agency: Franklin Bruck.
Origination: WOR, New York.
Air time: Sunday, 9:30 to 9:45 p.m.
Network: WGN, Chicago; WLW, Cincinnati; WOR, New York; CKLW, Detroit.
Production: Gabriel Heatter.
Script writer: Gabriel Heatter.
Talent: Gabriel Heatter.
Agency director: M. J. Kleinfeld.
Length of run: Feb. 21, to May 20, 1937.

GABRIEL HEATTER

Sponsor: Grove Laboratories.
Agency: Stack-Goble.
Origination: WOR, New York.
Air time: Monday, Tuesday and Wednesday, 9 to 9:15 p.m.
Network: Eight stations.
Production: Gabriel Heatter.
Script writer: Gabriel Heatter.
Talent: Gabriel Heatter.
Agency director: Dick Porter.
Announcer: Marley Sherris.
Length of run: Sept. 25, 1936, to March 25, 1937.

HOLLYWOOD ROOM RECIPES

Sponsor: Bigelow-Sanford Carpet Co.
Agency: Newell-Emmett.
Origination: WOR, New York.
Air time: Tuesday and Thursday, 9:45 to 10 a.m.
Network: WOR, New York; WLW, Cincinnati.
Script writer: Gladys Miller.
Talent: Gladys Miller.
Announcer: Vincent Connolly.
Conductor: Milton Kaye.
Length of run: Started Oct. 6, 1936, to Nov. 12, 1936.

SHERLOCK HOLMES

Sponsor: Household Finance Co.
Agency: Charles Daniel Frey.
Origination: WOR, New York.
Air time: Saturdays, 10:30 to 11 p.m.
Network: WOR, New York; WGN, Chicago; WLW, Cincinnati; WBAL, Baltimore; WGR, Buffalo.
Production: Tom McKnight (McKnight & Jordan, independent producers).
Script writer: Edith Meiser.
Talent: Richard Gordon, supporting cast.
Length of run: Feb. 1, 1936, to Sept. 26, 1936.

HORSE SENSE PHILOSOPHY

Sponsor: The Crusaders.
Agency: Marschalk & Pratt.
Origination: WOR, New York.
Air time: Thursday, 7:30 to 7:45 p.m.; Sunday, 2:15 to 2:30 p.m.
Network: Eight stations.
Script writer: Andrew F. Kelley.
Talent: Andrew F. Kelley.
Length of run: Sept. 17, 1936, for 13 weeks.

JUST BETWEEN US

Sponsor: Rabin Cosmetics Co.
Agency: Hays MacFarland.
Origination: WOR, New York.
Air time: Sunday, 11:15 to 11:30 p.m.
Network: WOR, New York; WAAB, Boston; WLW, Cincinnati; WGN, Chicago.
Script writer: Pat Barnes.
Talent: Pat Barnes, Brick Holden, Nat Brusiloff's Orchestra.
Conductor: Nat Brusiloff.
Length of run: Started May 2, 1937.

LAMPLIGHTER, THE

Sponsor: Wasey Products.
Agency: Erwin Wasey.
Origination: WOR, New York.
Air time: Monday, Tuesday, Wednesday, Friday, 9:30 to 9:45 a.m.; Sunday, 2 to 2:15 p.m.
Network: WOR, New York; CKLW, Detroit; WLW, Cincinnati; WJJD, Chicago; WGN, Chicago.
Production: Agency.
Script writer: Jacob Tarshish.
Talent: Jacob Tarshish.
Agency director: Lew Amis.
Announcer: Don Cooley.
Length of run: Sept. 27, 1936, to April 30, 1937.

LIFE OF MARY SOTHERN

Sponsor: Lehn & Fink.
Agency: Wm. Esty.
Origination: WGN, Chicago.
Air time: Monday through Friday, 4:15 to 4:30 p.m.
Network: WGN, Chicago; WLW, Cincinnati.
Talent: Minabelle Abbott, supporting cast.
Length of run: Nov. 2, 1936, to April 30, 1937.

VICTOR H. LINDLAHR

Sponsor: Journal of Living (magazine).
Agency: Schillin Advertising.
Origination: WOR, New York.
Air time: Monday, Wednesday and Friday, 12 to 12:30 p.m.
Network: WOR, New York; WAAB, Boston; WEAN, Providence.
Talent: Victor H. Landlahr.
Length of run: Started Jan. 25, 1937.

LISTEN TO THIS

Sponsor: Murine Co.
Agency: Neisser-Meyerhoff.

Origination: WGN, Chicago.
Air time: Tuesday, 8:30 to 9 p.m.
Network: Seven stations.
Talent: Lew Diamond's Orchestra, Liar's Club, Kay St. Germaine, Jack Brooks.
Conductor: Lew Diamond.
Length of run: Nov. 4, 1936, to April 6, 1937.

LONE RANGER

Sponsor: Gordon Baking Co.
Agency: Sehl Advertising.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday, Friday, 7:30 to 8 p.m.
Network: WOR, New York; WGN, Chicago; WXYZ, Detroit; plus the Don Lee Broadcasting System.
Talent: Jewel Players.
Length of run: Nov. 28, 1934, and currently.

LOVE SONG

Sponsor: General Mills.
Agency: Blackett-Sample-Hummert.
Origination: WGN, Chicago.
Air time: Monday through Friday, 11:45 to noon.
Network: WGN, Chicago, and WLW, Cincinnati.
Length of run: Expired March 5, 1937.

LUTHERAN HOUR

Sponsor: Lutheran Church.
Agency: Kelly & Stuhlman.
Origination: KFUO, St. Louis.
Air time: Sunday, 1 to 1:30 p.m.
Network: Twenty-four stations.
Length of run: Oct. 4, 1936, to March 28, 1937.

BERNARR MACFADDEN

Sponsor: Macfadden Publications.
Agency: Lennen & Mitchell.
Origination: WOR, New York.
Air time: Tuesday, 10 to 10:15 p.m.
Network: WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Detroit.
Talent: Bernarr Macfadden.
Length of run: Aug. 26, 1936, to Nov. 17, 1936.

MEADOWS BEAUTY FORUM

Sponsor: McKesson & Robbins.
Agency: Brown & Tarcher.
Origination: WOR, New York.
Air time: Thursday, 9:45 to 10 a.m.
Network: Seven stations.
Talent: E. V. Meadows.
Length of run: Jan. 7, 1937, to May 27, 1937.

MODERN MUSIC MASTERS

Sponsor: Dryden & Palmer.
Agency: Samuel H. Croot.
Origination: WOR, New York.
Air time: Sunday, 10:15 to 10:30 a.m.
Network: WOR, New York; WNAC, Boston; WFIL, Philadelphia.
Talent: Berenice Ackerman, Louise Wilcher.
Announcer: Jeff Sparks.
Length of run: June 14, 1936, for 13 weeks.

MOLLY OF THE MOVIES

Sponsor: Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert.
Origination: WGN, Chicago.
Air time: Monday through Friday, 3 to 3:15 p.m.
Network: Thirteen stations.
Script writer: Thompson Buchanan.
Talent: Gene Byron, Ray Jones.
Agency director: Kerby Hawkes.
Announcer: Pierre Andre.
Length of run: Oct. 19, 1936, to April 23, 1937.

MONEY AND MUSIC

Sponsor: Numismatic Co.
Agency: Guenther-Bradford.
Origination: WLW, Cincinnati.
Air time: Tuesday, 7:45 to 8 p.m.
Network: WOR, New York; WGN, Chicago; WLW, Cincinnati; CKLW, Detroit.
Talent: Max Mehl, Phil Davis' Orchestra.
Length of run: Oct. 20, 1936, to Nov. 3, 1936.

MORNING MATINEE

Sponsor: Local department stores.
Agency: Dorland International.
Origination: WOR, New York.
Air time: Thursday, 9:30 to 9:45 a.m.
Network: Sixteen stations.
Production: Ben Rocke.
Script writer: Ben Rocke.
Talent: Guest orchestras, Edith Dick, Lawrence Gray, Claire Whitney, guests.
Agency director: Bunny Chisman.
WOR director: Jack Hayes.
Announcer: Harry B. Carlson.
Length of run: Sept. 10, 1936, to March 4, 1937.

MUSIC FOR THE FAMILY AND TONIC TIME

Sponsor: SSS Co.
Agency: Placed direct.
Origination: WLW, Cincinnati.
Air time: Wednesday, 8:30 to 9 p.m.
Network: WLW, Cincinnati; WOR, New York; CKLW, Detroit; WGN, Chicago.
Talent: Virginio Marucci Orchestra, Vicki Chase, Herbert Spieckerman, Three Smoothies.
Announcer: Harold B. Carr.
Conductor: Virginio Marucci.
Length of run: March 8, 1935, to May 19. 1937.

MUSIC FROM TEXAS

Sponsor: Crazy Water Crystals.
Agency: Luckey Bowman.
Origination: Crazy Water Hotel, Mineral Wells, Texas.
Air time: Monday, Wednesday, Friday, 1 to 1:45 p.m.
Network: Twelve stations.
Production: Agency.
Talent: Jack Amlung's Orchestra, Mary Hagman.
Conductor: Jack Amlung.
Length of run: Sept. 2, 1936, to Feb. 22, 1937.

1937 RADIO SHOW

Sponsor: Health Products.
Agency: Wm. Esty.
Origination: WOR, New York.
Air time: Sunday, 6 to 6:30 p.m.
Network: Ten stations plus Don Lee Broadcasting System.
Production: Harry Holcomb (agency).
Talent: Ray Knight and his Cuckoos, Arnold Johnson and orchestra, Christina Lind, Three Ambassadors, Sally Bell Cox.
Announcer: Joe Bolton.
Conductor: Arnold Johnson.
Length of run: May 24, 1936, to May 16, 1937. (Note: This program was formerly titled "Original Amateur Night").

OMAR, THE MYSTIC

Sponsor: Purity Bakeries.
Agency: Hanff-Metzger.
Origination: WOR, Newark.
Air time: Monday to Friday, 5:15 to 5:30 p.m.
Network: WOR, New York; CKLW, Detroit; WSAI, Cincinnati.
Talent: M. H. Joachim, Jeff Sparks.
Announcer: Arthur Hale.
Length of run: Oct. 7, 1935, to July 10, 1936.

PAINTED DREAMS

Sponsor: Sterling Products (Cal Asperin).
Agency: Reinecke-Ellis-Younggreen & Finn.
Origination: WGN, Chicago.
Air time: Monday, Wednesday, Friday, 2:30 to 2:45 p.m.
Network: WGN, Chicago; WLW, Cincinnati.
Length of run: Dec. 30, 1935, to Sept. 28, 1936.

PETTICOAT PHILOSOPHY

Sponsor: Pure Milk Cheese Co.
Agency: Hanff-Metzger (now Buchanan).
Origination: WFIL, Philadelphia.
Air time: Tuesday and Thursday, 11:45 to noon.
Network: WFIL, Philadelphia; WOR, New York; WGN, Chicago; WAAB, Boston; CKLW, Detroit.
Script writer: Isabelle Manning Hewson.
Talent: Isabelle Manning Hewson.
Agency director: S. J. Andrews.
Length of run: Dec. 1, 1936, to April 22, 1937.

PLEASANT VALLEY FROLICS

Sponsor: Crown Overall Co.
Agency: H. W. Kastor.
Origination: WLW, Cincinnati.
Air time: Thursday, 7:45 to 8 p.m.
Network: WLW, Cincinnati; WOR, New York; WGN, Chicago; CKLW, Detroit.
Talent: DeVore Sisters, Charles Dameron, Joe Lugar Orchestra, Charles Seele.
Conductor: Joe Lugar.
Length of run: Feb. 13, 1935, to July 1, 1937.

ROMANTIC SERENADERS

Sponsor: Olson Rug Co.
Agency: Presba, Fellers & Presba.
Origination: WGN, Chicago.
Air time: Sunday, 5:30 to 5:45 p.m.
Network: WGN, Chicago; WLW, Cincinnati; WOR, New York; WRVA, Richmond.
Talent: Fred Jacky's Orchestra, Edna Thompson, Kenneth Stevens.
Conductor: Fred Jacky.
Length of run: Jan. 10, 1937, to April 4, 1937.

SMILIN' ED McCONNELL

Sponsor: Mantle Lamp Co.
Agency: Presba, Fellers & Presba.
Origination: WGN, Chicago.
Air time: Saturday, 9 to 9:30 p.m.
Network: WGN, Chicago; WLW, Cincinnati; WOR, New York.
Production: Smilin' Ed McConnell.
Script writer: Smilin' Ed McConnell.
Talent: Smilin' Ed McConnell.
Length of run: Nov. 7, 1936, to Jan. 30, 1937.

SMOKE DREAMS

Sponsor: H. Fendrich (cigars).
Agency: Ruthrauff & Ryan.
Origination: WLW, Cincnnati.
Air time: Sunday, 1:30 to 2 p.m.
Network: WGN, Chicago; WLW, Cincinnati; WGAR, Cleveland; WSM, Nashville; KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha; WHB, Kansas City.
Length of run: Sept. 27, 1936, to May 23, 1937.

SONGS: ANN BRAE

Sponsor: E Z Freeze Ice Cream Powder.
Agency: Franklin Bruck Advertising Corp.
Origination: WOR, New York.

Air time: Wednesday, 9:30 to 9:45 a.m.
Network: Six stations.
Production: Ann Brae.
Script writer: Ann Brae.
Talent: Ann Brae.
Length of run: June 3, 1936, to July 22, 1936.

STARS OF THE MILKY WAY

Sponsor: Fresh Milk Industry.
Agency: Aubrey, Moore & Wallace.
Origination: WGN, Chicago.
Air time: Sunday, 6:30 to 7 p.m.
Network: WGN, Chicago; WFIL, Philadelphia; CKLW, Detroit.
Talent: Bob Trendler's Orchestra, Gina Vanna, Wayne Van Syne.
Conductor: Bob Trendler.
Length of run: Sept. 27, 1936, to March 21, 1937.

SURPRISE PARTY

Sponsor: Willys Overland Co.
Agency: U. S. Advertising Corp.
Origination: WGN, Chicago; various other points.
Air time: Sunday, 10 to 10:30 p.m.
Network: Twenty-five stations.
Production: Fred Mayer.
Talent: Kay Kyser's Orchestra, entertainers.
Agency director: Ed Wade.
Announcer: Pierre Andre.
Conductor: Kay Kyser.
Length of run: Started May 2, 1937.

TIME FLIES

Sponsor: Gruen Watch Co.
Agency: De Garmo Corp.
Origination: WOR, New York.
Air time: Friday, 8 to 8:30 p.m.
Network: WLW, Cincinnati; WOR, New York; WGN, Chicago; CKLW, Detroit.
Production: Henry Souvaine (independent producers).
Talent: Capt. Frank Hawks, Nancy Noland, Allyn Joslyn, Milton Rettenberg Orchestra.
Announcer: Arthur Hale.
Conductor: Milton Rettenberg.
Length of run: Sept. 25, 1936, for 13 weeks.

TOM, DICK AND HARRY

Sponsor: Fels Naptha Co.
Agency: Young & Rubicam.
Origination: WGN, Chicago.
Air time: Monday, Wednesday, Friday, 12:15 to 12:30 p.m.
Network: WGN, Chicago; WNAC, Boston; WEAN, Providence; WTIC, Hartford; WICC, Bridgeport.
Talent: Tom, Dick & Harry.
Agency director: H. Robinson.
Length of run: Started Jan. 18, 1937.

TRUE DETECTIVE MYSTERIES

Sponsor: Macfadden Publications.
Agency: Placed direct.
Origination: WLW, Cincinnati.
Air time: Tuesday, 9:30 to 10 p.m.
Network: WLW, Cincinnati; WOR, N. Y. York.
Length of run: Started Sept. 15, 1936.

WE ARE FOUR

Sponsor: Libby, McNeill & Libby.
Agency: J. Walter Thompson.
Origination: WGN, Chicago.
Air time: Monday through Friday, 12:45 to 1 p.m.
Network: WGN, Chicago; WOR, New York.
Production: Edward Smith.
Script writer: Bess Flynn.
Talent: Charles Flynn, Sallie Agnes Smith, Alice Hill, Olan Soule, Margery Hannon, Reese Taylor, Rubin Lawson, Frank Dane.
Length of run: Began March 1, 1937.

TED WEEMS AND ORCHESTRA

Sponsor: Varady of Vienna, Inc. (formerly Armand Varady, Inc.).
Agency: Sellers, Inc. (now Baggaley, Horton & Hoyt).
Origination: WGN, Chicago.
Air time: Sunday, 12:30 to 1 p.m.
Network: Nine stations.
Talent: Ted Weems' Orchestra, "Varady of Vienna," Perry Como, Elmo Tanner.
Announcer: Pierre Andre.
Conductor: Ted Weems.
Length of run: April 12, 1936, to April 3, 1937.

WONDER SHOW

Sponsor: Continental Baking Co.
Agency: B B D & O.
Origination: WOR, New York; also other points.
Air time: Sunday, 9 to 10 p.m.
Network: WOR, New York; WGN, Chicago.
Production: Agency; Arthur Pryor, Jr.
Talent: Jack Smart, Scrappy Lambert, Wonder Bakers' Quartet, Rita Johnson, Lee Patrick, Ned Wever, Ken Christie Orchestra.
Agency director: Arthur Pryor, Jr.
Conductor: Ken Christie.
Length of run: Aug. 9, 1936, for 13 weeks.

YOUR PARLOR PLAYHOUSE

Sponsor: Lovely Lady Cosmetics.
Agency: Kirtland-Engel.
Origination: WGN, Chicago.
Air time: Sunday, 10:30 to 11 p.m.
Network: WGN, Chicago; WGAR, Cleveland; WSAI, Cincinnati.
Talent: Rowena Williams, Jeanne De Lee, Lester Tremayne, Parlor Playhouse Quartet.
Length of run: Began May 9, 1937.

GUEST ARTISTS OF THE 1936-1937 SEASON

Radio programs featuring guest artists, i.e., performers appearing in an individual "guest" capacity, and not as integral members of the program, have been numerous in recent years.

The following is a complete listing of such guest appearances over the three national chains from June 1, 1936, to May 1, 1937. Also indicated are the sponsor, the agency, and the day and hour of the program over the stated network. (Note: All time is evening time unless otherwise indicated.)

COLUMBIA BROADCASTING SYSTEM

AMERICAN TOBACCO*
(LUCKY STRIKE CIGARETTES)
(Lord & Thomas)
(Sat.-10-CBS)

Carl Hoff's Orch.	March 13, 1937
Sydney Rayner	March 13, 1937
Margot Grahame	March 20, 1937
Margaret Sullavan	March 27, 1937
Conrad Nagel	April 3, 1937
Miriam Hopkins	April 10, 1937
Lanny Ross	April 17, 1937
Cary Grant	April 24, 1937
Charles Ruggles	May 1, 1937

* *NOTE: Guest talent on this program was not such in the strictest sense of the word; mainly these artists were used as part of a testimonial campaign.*

A. & P.
(Paris & Peart)
(Thurs.-8-CBS)

Babe Ruth	Sept. 17, 1936
Jock Sutherland	Oct. 15, 1936
Smith & Dale	Oct. 15, 1936
John P. "Clipper" Smith	Oct. 22, 1936
Dorothy Kilgallen	Oct. 29, 1936
Honeyboy & Sassafras	Nov. 12, 1936
Frank J. Murray	Nov. 19, 1936
East & Dumke	Nov. 19, 1936
Lyn Waldorf	Nov. 26, 1936
Walter C. Kelly	Nov. 26, 1936
Smith & Dale	Dec. 3, 1936
Mal Stevens	Dec. 3, 1936
Myrt & Marge	Dec. 17, 1936
Boys Choir from Paulist Church	Dec. 24, 1936
Dick Merrill	Dec. 24, 1936
Henry Youngman	Dec. 24, 1936
Joe Williams	Dec. 31, 1936
Smith & Dale	Dec. 31, 1936
James Barton	Jan. 7, 1937
Walter Huston	Jan. 14, 1937
Jimmy Durante	Jan. 21, 1937
Baby Mary Ann	Jan. 21, 1937
Henry Youngman	Jan. 28, 1937
Henry Youngman	Feb. 4, 1937
Jose Ferrer	Feb. 4, 1937
Frank Albertson	Feb. 4, 1937
Robert Griffith	Feb. 4, 1937
Eddie Albert	Feb. 4, 1937
Ezra Stone	Feb. 4, 1937
Robert Foulk	Feb. 4, 1937
Carrol Ashburn	Feb. 4, 1937
Prof. Quiz	Feb. 11, 1937
Rhoda Rainbow	Feb. 11, 1937
Henry Youngman	Feb. 11, 1937
Pauline Frederick	Feb. 18, 1937
Henry Hull	Feb. 18, 1937
Margo	Feb. 18, 1937
Dudley Digges	Feb. 18, 1937
Henry Youngman	Feb. 18, 1937
Walter Hampden	Feb. 25, 1937
Donald Liff	Feb. 25, 1937
Henry Youngman	Feb. 25, 1937
Philip Merivale	March 4, 1937
Gladys Cooper	March 4, 1937
Margaret Sullavan	March 11, 1937
Helen Menken	March 18, 1937
Margolo Gillmore	March 18, 1937
Dorothy Gish	March 25, 1937
St. Patrick's Cathedral Choir	March 25, 1937
Henry Youngman	March 25, 1937
Ted Lewis	April 1, 1937
Marjorie Moffett	April 1, 1937
Bert Lytell	April 8, 1937
Helen Menken	April 15, 1937
Henry Youngman	April 15, 1937
Grace George	April 22, 1937
Royal Hawaiians	April 22, 1937
Edward G. Robinson	April 29, 1937

BENEFICIAL MANAGEMENT
(Albert Frank-Guenther Law)
(Sun.-5 p.m.-CBS)

Lois Wilson	Jan. 10, 1937
Rosaline Greene	Jan. 17, 1937
Peggy Allenby	Jan. 24, 1937
Lee Patrick	Jan. 31, 1937
Alice Reinhart	Feb. 7, 1937
Robert Regent	Feb. 7, 1937

BOND BREAD
(B. B. D. & O.)
(Sun.-5:30 p.m.-CBS)

Loretta Lee	Aug. 2, 1936
Benay Venuta	Aug. 9, 1936
Eve Beck	Aug. 16, 1936
Gogo de Lys	Aug. 23, 1936
Irene Beasley	Aug. 30, 1936

CAMPBELL SOUP CO.
(F. Wallis Armstrong)
(Fri.-9-CBS)

Lionel Barrymore	June 19, 1936
Maureen O'Sullivan	June 19, 1936
Francis Lederer	June 26, 1936
Ann Sothern	June 26, 1936



JESSICA DRAGONETTE

STARRING IN

PALMOLIVE BEAUTY BOX THEATRE

OF THE AIR

Wednesday, 9:30 to 10 P.M., EDST — CBS

AND GUEST APPEARANCES

GULF REFINING CO. BROADCAST—AUGUST 22nd

Management:

N. D. LOFTUS 350 EAST 57TH STREET NEW YORK

GUEST ARTISTS—Continued

Campbell Guests (Cont'd)

Loretta Young	July 3, 1936
Ramona	July 3, 1936
Kent Taylor	July 3, 1936
Pauline Frederick	July 3, 1936
Don Ameche	July 3, 1936
Adolph Menjou	July 10, 1936
Patsy Kelly	July 10, 1936
Gregory Ratoff	July 10, 1936
Claude Rains	July 17, 1936
Olivia de Havilland	July 17, 1936
Donald Woods	July 17, 1936
Gail Sondergaard	July 17, 1936
Fredric March	July 24, 1936
Claude Rains	July 24, 1936
Olivia de Havilland	July 24, 1936
Donald Woods	July 24, 1936
Gail Sondergaard	July 24, 1936
Jean Arthur	July 31, 1936
Joel McCrea	July 31, 1936
Bargara Stanwyck	Aug. 7, 1936
Robert Taylor	Aug. 7, 1936
Ann Sothern	Aug. 14, 1936
Gene Raymond	Aug. 14, 1936
Walter Huston	Aug. 21, 1936
Ruth Chatterton	Aug. 21, 1936
Pat O'Brien	Aug. 28, 1936
Norma Shearer	Sept. 4, 1936
Edna May Oliver	Sept. 4, 1936
Ralph Forbes	Sept. 4. 1936
Margo	Sept. 11, 1936
Burgess Meredith	Sept. 11, 1936
Edward Ellis	Sept. 11, 1936
Edwardo Cianelli	Sept. 11, 1936
Gladys George	Sept. 18, 1936
Arline Judge	Sept. 18, 1936
Isabel Jewell	Sept. 18, 1936
Kay Francis	Sept. 25, 1936
George Brent	Sept. 25, 1936
Jane Withers	Oct. 2, 1936
Slim Summerville	Oct. 2, 1936
Robert Warwick	Oct. 2, 1936
Errol Flynn	Oct. 9, 1936
Olivia de Havilland	Oct. 9, 1936
Freddie Bartholomew	Oct. 16, 1936
Mickey Rooney	Oct. 16, 1936
Jackie Cooper	Oct. 16, 1936
Barbara Stanwyck	Oct. 23, 1936
Preston Foster	Oct. 23, 1936
Edward Arnold	Oct. 30, 1936
Frances Farmer	Oct. 30, 1936
Joan Blondell	Nov. 6, 1936
Guy Kibbee	Nov. 6, 1936
Frank McHugh	Nov. 6, 1936
Eleanor Powell	Nov. 13, 1936
James Stewart	Nov. 13, 1936
Frances Langford	Nov. 13, 1936
Una Merkel	Nov. 13, 1936
Virginia Bruce	Nov. 13, 1936
Buddy Ebsen	Nov. 13, 1936
Sid Silvers	Nov. 13, 1936
Irene Dunne	Nov. 20, 1936
Miloin Douglas	Nov. 20, 1936
Melvyn Douglas	Nov. 20, 1936
Charles Boyer	Nov. 27, 1936
Mary Astor	Nov. 27, 1936
Claudette Colbert	Dec. 4, 1936
Fred MacMuray	Dec. 4, 1936
Douglas Scott	Dec. 11, 1936
Madeleine Carroll	Dec. 11, 1936
Tyrone Power	Dec. 11, 1936
Sonja Henie	Dec. 18, 1936
Ritz Brothers	Dec. 18, 1936
Alice Faye	Dec. 18, 1936
John Barrymore	Dec. 25, 1936
Claire Trevor	Jan. 1, 1937
Isabel Jewell	Jan. 1, 1937
Michael Whalen	Jan. 1, 1937
Deanna Durbin	Jan. 8, 1937
Alice Brady	Jan. 8, 1937
Charles Winninger	Jan. 8, 1937
Binnie Barnes	Jan. 8, 1937
Carole Lombard	Jan. 15, 1937
Fred MacMurray	Jan. 15, 1937
Beverly Roberts	Jan. 22, 1937
George Brent	Jan. 22, 1937
Anita Louise	Jan. 29, 1937
Errol Flynn	Jan. 29, 1937
Dick Powell	Feb. 5, 1937
Madeleine Carroll	Feb. 5, 1937
Victor McLaglen	Feb. 12, 1937
Preston Foster	Feb. 12, 1937
Humphrey Bogart	Feb. 19, 1937
Gloria Dickson	Feb. 19, 1937
Dick Foran	Feb. 19, 1937
Barbara Stanwyck	Feb. 26, 1937
Joel McCrea	Feb. 26, 1937
Victor McLaglen	March 5, 1937
Peter Lorre	March 5, 1937
June Lang	March 5, 1937
Burns & Allen	March 5, 1937
Tyrone Power	March 12, 1937
Burns & Allen	March 12, 1937
Loretta Young	March 12, 1937
Gertrude Niessen	March 19, 1937
Hugh Herbert	March 19, 1937
Gregory Ratoff	March 19, 1937
Henry Armetta	March 19, 1937
George Murphy	March 19, 1937
Doris Nolan	March 19, 1937
Mischa Auer	March 19, 1937
Olivia de Havilland	March 26, 1937
Ian Hunter	March 26, 1937
Roland Young	March 26, 1937
Bonita Granville	March 26, 1937
Frieda Inescort	March 26, 1937
Jeanette MacDonald	April 2, 1937
Miriam Hopkins	April 9, 1937
Louis Hayward	April 9, 1937
Mady Christians	April 9, 1937
Ken Murray & 'Oswald'	April 9, 1937
Bette Davis	April 16. 1937
Gracie Fields	April 16, 1937
Humphrey Bogart	April 16, 1937
Walter Winchell	April 23, 1937
Ben Bernie	April 23, 1937
Alice Faye	April 23, 1937
Janet Gaynor	April 30, 1937
Fredric March	April 30, 1937

Campbell Guests (Cont'd)

Gracie Fields.....April 30, 1937
Shirley Ross.....April 30, 1937

COLGATE-PALMOLIVE-PEET
(Benton & Bowles)
(Wed.-9:30-CBS)

Ohio Wesleyan Glee Club....Nov. 25, 1936
Lanny Ross.....Jan. 20, 1937
Ruby Mercer.....Jan. 20, 1937

E. I. DU PONT
(B. B. D. & O.)
(Wed.-8-CBS)

Jack Whiting.....Sept. 2, 1936

ELGIN WATCH CO.
(J. Walter Thompson)
(Sat.-8:30-CBS)

Paul Gallico.....Dec. 19, 1936

FORD DEALERS
(N. W. Ayer)
(Tuesday-9-CBS)

Arthur Boran.....Jan. 5, 1937
Paul Robinson.....Jan. 12, 1937
Virginia Verrill.....Jan. 12, 1937
Caspar Reardon.....Jan. 26, 1937
Arlene Harris.....Jan. 26, 1937
Tizzie Lish.....Jan. 26, 1937
Elmer Blurt.....Jan. 26, 1937
Three Star Trio.....Feb. 2, 1937
Nick Lucas.....Feb. 2, 1937
Elmer Blurt.....Feb. 2, 1937
Arlene Harris.....Feb. 2, 1937
Ross Gorman's Saxo Quintette.Feb. 9, 1937
Margaret McCrae.....Feb. 9, 1937
Walter Gross.....Feb. 9, 1937
Milton Krause.....Feb. 9, 1937
Walter Gross.....Feb. 16, 1937
Milton Krause.....Feb. 16, 1937
Nick Lucas.....Feb. 16, 1937
Mary Small.....Feb. 23, 1937
George Stone.....Feb. 23, 1937
George Stone.....March 2, 1937
Andy Iona and His Hawaiians.....March 9, 1937
Andy Iona and His Hawaiians.....March 16, 1937
Jean Ellington.....March 30, 1937
George Stone.....April 6, 1937
Bateeste.....April 13, 1937
Bill Terry.....April 20, 1937
Burleigh Grimes.....April 20, 1937
Arlene Jackson.....April 27, 1937
Bert Sworr.....April 27, 1937
Lou Lubin.....April 27, 1937

FORD MOTORS
(N. W. Ayer)
(Sun.-9-CBS)

Josephine Antoine.....June 7, 1936
Kathryn Meisle.....June 14, 1936
Jose Iturbi.....June 21, 1936
Mischa Elman.....Sept. 27, 1936
Josephine Antoine.....Oct. 4, 1936
Kirsten Flagstad.....Oct. 11, 1936
Gladys Swarthout.....Oct. 18, 1936
Richard Bonelli.....Oct. 25, 1936
Harold Bauer.....Nov. 1, 1936
Lucrezia Bori.....Nov. 8, 1936
Jose Iturbi.....Nov. 15, 1936
Richard Crooks.....Nov. 22, 1936
Ezio Pinza.....Nov. 29, 1936
Marjorie Lawrence.....Dec. 6, 1936
Galli Curci.....Dec. 13, 1936
Jascha Heifetz.....Dec. 20, 1936
Lauritz Melchior.....Dec. 27, 1936
Lily Pons.....Jan. 3, 1937
John Charles Thomas.....Jan. 10, 1937
Betty Jaynes.....Jan. 10, 1937
John Charles Thomas.....Jan. 17, 1937
Josef Hofmann.....Jan. 24, 1937
Lucrezia Bori.....Jan. 31, 1937
Richard Bonelli.....Feb. 7, 1937
Lotte Lehman.....Feb. 14, 1937
Giovanni Martinelli.....Feb. 21, 1937
Yehudi and H. Menuhin.....Feb. 28, 1937
Myra Hess.....March 7, 1937
Elisabeth Rethberg.....March 14, 1937
Fritz Reiner.....March 14, 1937
Bartlett & Robertson.....March 21, 1937
Fritz Reiner.....March 21, 1937
Richard Crooks.....March 28, 1937
Alexander Smallens.....March 28, 1937
Dusolina Giannini.....April 4, 1937
Alexander Smallens.....April 4, 1937
Ruggiero Ricci.....April 11, 1937
Nelson Eddy.....April 18, 1937
Alexander Smallens.....April 18, 1937
Kirsten Flagstad.....April 25, 1937
Eugene Ormandy.....April 25, 1937
Greenfield Village Children's Choir.....May 2, 1937

GENERAL MILLS
(Blackett-Sample-Hummert)
(M.-F.-10 a.m.-CBS)

Sarah Pennoyer.....Feb. 5, 1937

GILLETTE RAZOR CO.
(Ruthrauff & Ryan)
(Sun.-10-CBS)

Kate Smith.....Dec. 13, 1936
The English Singers.....Dec. 20, 1936

GROUP OF BANKS
(Wessel Co.)
(Fri.-10-CBS)

Philadelphia Orchestra—
Leopold Stokowski and Eugene Ormandy, conductors
Willard M. Kiplinger.....Nov. 13, 1936
Walter B. Pitkin.....Nov. 20, 1936
Willard M. Kiplinger.....Nov. 20, 1936
Walter B. Pitkin.....Nov. 27, 1936
Bruce Barton.....Dec. 4, 1936
Thomas J. Watson.....Dec. 11, 1936
Willard M. Kiplinger.....Dec. 18, 1936
Dr. Harry E. Fosdick.....Dec. 25, 1936
Tom K. Smith.....Jan. 1, 1937
W. J. Cameron.....Jan. 8, 1937
Willard M. Kiplinger.....Jan. 15, 1937
Clarence Francis.....Jan. 22, 1937

Harper Sibley.....Jan. 29, 1937
Willard M. Kiplinger.....Feb. 5, 1937
Walter B. Pitkin.....Feb. 12, 1937
A. W. Robertson.....Feb. 19, 1937
Raymond Moley.....Feb. 26, 1937
Willard M. Kiplinger.....March 5, 1937
Walter B. Pitkin.....March 12, 1937
Dr. Neil Carothers.....March 19, 1937
Walter B. Pitkin.....April 2, 1937
Willard M. Kiplinger.....April 9, 1937
James Truslow Adams....April 16, 1937
Cincinnati Symphony Orchestra—
Eugene Goossens, conductor
Guest Speaker—George M. Verity .....April 23, 1937
San Francisco Symphony Orchestra—
Pierre Monteux, conductor
Guest Speaker — Darryl Zanuck .....April 30, 1937
Philharmonic Symphony Orchestra of New York—
Alexander Smallens, conductor
Guest Speaker — Peter Molyneaux .....May 7, 1937
National Symphony Orchestra of Washington—
Hans Kindler, conductor
Guest Speaker—Willard M. Kiplinger .....May 14, 1937
Rochester Philharmonic Orchestra—
Jose Iturbi, conductor
Guest Speaker—C. E. Kenneth Mees.....May 21, 1937
Philadelphia Orchestra—
Leopold Stokowski and Eugene Ormandy, conductors
Guest Speaker—Dr. Neil Carothers .....May 28, 1937

GULF
(Young & Rubicam)
(Sun.-7:30-CBS)

Harry Richman.....Feb. 14, 1937
Major Al Williams.....April 18, 1937

HEINZ
(Maxon, Inc.)
(Mon.-11 a.m.-CBS)

Maury Paul (Cholly Knickerbocker)...Sept. 7, 1936
Countess Salvoni.....Sept. 7, 1936
Grand Duchess Marie.....Sept. 14, 1936
Leonard Barron.....Sept. 14, 1936
F. Crowninshield and Michael Strange .....Sept. 21, 1936
Sheila Hibben.....Sept. 28, 1936
Fannie Hurst.....Sept. 28, 1936
Ethel Cotton.....Oct. 5, 1936
Cholly Knickerbocker.....Oct. 5, 1936
Mrs. Clara Savage Littledale.Oct. 12, 1936
Anita Block.....Oct. 12, 1936
Grand Duchess Marie.....Oct. 19, 1936
Hortense M. Dominici.....Oct. 19, 1936
Vivian Shirley.....Oct. 26, 1936
Margery Wilson.....Oct. 26, 1936
Christopher Morley.....Nov. 2, 1936
Grand Duchess Marie.....Nov. 2, 1936
Alexander Woollcott.....Nov. 9, 1936
Sidney Lenz.....Nov. 9, 1936
Bayden Sparks.....Nov. 16, 1936
Sallie Silverman.....Nov. 16, 1936
C. B. Driscoll.....Nov. 23, 1936
Della Thompson Lutes.....Nov. 23, 1936
Renee & Tony De Marco.....Nov. 30, 1936
Faith Baldwin.....Nov. 30, 1936
Dr. William E. Auginbaugh..Dec. 7, 1936
Marie Coudert Brennig.....Dec. 7, 1936
William Lyon Phelps.....Dec. 14, 1936
Gretta Palmer.....Dec. 21, 1936
Mrs. Sarah Lockwood.....Dec. 21, 1936
Andrew Goodman.....Dec. 28, 1936
Fannie Holzman.....Dec. 28, 1936
Christopher Rule.....Jan. 4, 1937
Virginia Hammil.....Jan. 4, 1937
Mrs. Harrison Eustis.....Jan. 11, 1937
Gretta Palmer.....Jan. 11, 1937
Walter Hampden.....Jan. 18, 1937
Helen Woodward.....Jan. 25, 1937
Waldemar A. Kaempffert....Jan. 25, 1937
Louise Thaden.....Feb. 1, 1937
Albert Payson Terhune.....Feb. 8, 1937
Laurence Stallings.....Feb. 15, 1937
William Lyon Phelps.....Feb. 22, 1937
Gretta Palmer.....March 1, 1937
Mrs. Sarah Lockwood.....March 8, 1937
Carolyn Wells.....March 15, 1937
Loire Brophy.....March 22, 1937
Mrs. Martin Johnson.....March 29, 1937
Helen Stansbury.....April 5, 1937
Richardson Little Wright...April 12, 1937
Dale Carnegie.....April 19, 1937
Mrs. Sarah Lockwood.....April 26, 1937
Antonio Modarelli.....May 3, 1937

HEINZ
(Maxon, Inc.)
(Wed.-11-CBS)

Grand Duchess Marie.....Sept. 2, 1936
Angelo Patri.....Sept. 2, 1936
Walter B. Pitkin.....Sept. 9, 1936
Ethel Cotton.....Sept. 9, 1936
Albert Payson Terhune.....Sept. 16, 1936
Dorothy Canfield Fisher....Sept. 16, 1936
George Rector.....Sept. 23, 1936
Beatrice Fairfax.....Sept. 23, 1936
Rabbi Wise.....Oct. 14, 1936
Gretta Palmer.....Nov. 18, 1936
Mrs. John S. Reiley.....Oct. 21, 1936
Carolyn Wells.....Oct. 21, 1936
Mrs. Nicholas F. Brady.....Oct. 28, 1936
Lou Little.....Oct. 28, 1936
Walter B. Pitkin.....Nov. 4, 1936
Ethel Cotton.....Nov. 4, 1936
William Lyon Phelps.....Nov. 11, 1936
Cora Rose and Bob Brown...Nov. 11, 1936
Gretta Palmer.....Nov. 18,1936
Theodore Dreiser.....Nov. 18, 1936
Douglas Gilbert.....Nov. 25, 1936
Carl Carmer.....Nov. 25, 1936
Sophie Kerr.....Dec. 2, 1936
Theresa Helburn.....Dec. 2, 1936
Gretta Palmer.....Dec. 9, 1936
W. Esty Albig.....Dec. 9, 1936

Heinz Guests (Cont'd)

John Mason Brown.....Dec. 16, 1936
Wendy Marshall.....Dec. 16, 1936
Dr. William Gilbreth.....Dec. 23, 1936
Lulu Vollmer.....Dec. 30, 1936
Gretta Palmer.....Dec. 30, 1936
Felix Morley.....Jan. 6, 1937
Natalie Hall.....Jan. 6, 1937
John Erskine.....Jan. 13, 1937
Irving Fisher.....Jan. 20, 1937
Gelett Burgess.....Jan. 27, 1937
Gretta Palmer.....Feb. 3, 1937
Mrs. W. Hale Harkness.....Feb. 3, 1937
Antoinette Donnelly.....Feb. 10, 1937
Sigmund Spaeth.....Feb. 17, 1937
Virginia Hammil.....Feb. 24, 1937
Dr. Wm. E. Aughinbaugh..March 3, 1937
Dr. William Lyon Phelps..March 10, 1937
Gelett Burgess.....March 17, 1937
Mrs. Sarah M. Lockwood..March 24, 1937
Dorothy Baker.....March 24, 1937
Captain Tim Healy.....March 31, 1937
Ruth Cross.....April 7, 1937
Dr. William Lyon Phelps...April 21, 1937
Dr. Henry C. Link.....April 28, 1937

HEINZ
(Maxon, Inc.)
(Fri.-11 a.m.-CBS)

Dorothea Brande.....Sept. 4, 1936
Dr. William Moulton Marston Sept. 4, 1936
Angelo Patri.....Sept. 11, 1936
Cornelia Bryce Pinchot.....Sept. 11, 1936
Grand Duchess Marie.....Sept. 18, 1936
Fleetwood Lawton.....Sept. 18, 1936
Grand Duchess Marie.....Sept. 25, 1936
Helen Menken.....Sept. 25, 1936
Wendy Marshall.....Oct. 9, 1936
Marjorie Hills.....Oct. 16, 1936
Maury Paul.....Oct. 16, 1936
Sally Salminen.....Oct. 23, 1936
Vincent Benet.....Oct. 23, 1936
Brock Pemberton.....Oct. 30, 1936
Elizabeth Love.....Oct. 30, 1936
Maury Paul.....Nov. 6, 1936
Sheilah Graham.....Nov. 6, 1936
Harrison Forman.....Nov. 13, 1936
Ruth St. Dennis.....Nov. 13, 1936
Mrs. William Brown Maloney..Nov. 20, 1936
Wendy Marshall.....Nov. 20, 1936
Ida M. Tarbell.....Nov. 27, 1936
Leonard Ludwin.....Nov. 27, 1936
Leonard Liebling.....Dec. 4, 1936
Pescha Kagan.....Dec. 4, 1936
George E. Sokolsky.....Dec. 11, 1936
Princess A. Kropotkin.....Dec. 11, 1936
Laurence Stallings.....Dec. 18, 1936
Gretta Palmer.....Dec. 18, 1936
English Singers of London...Dec. 25, 1936
Dr. William Lyon Phelps....Jan. 1, 1937
Lillian Gish.....Jan. 8, 1937
Mrs. Siegfried Lindstrom....Jan. 15, 1937
Sidonic Gruenberg.....Jan. 15, 1937
Mrs. Sarah Lockwood.....Jan. 22, 1937
Achmed Abdullah .....Jan. 29, 1937
Gretta Palmer.....Jan. 29, 1937
Mrs. Sarah Lockwood.....Feb. 5, 1937
Emily Post.....Feb. 12, 1937
Sidney Lenz.....Feb. 19, 1937
Mrs. Clara Savage Littledale.Feb. 26, 1937
William Lengel.....March 5, 1937
Albert Payson Terhune....March 12, 1937
Ida A. R. Wylie.....March 19, 1937
Clyde Barrie.....March 19, 1937
Angelo Patri.....March 26, 1937
Maria Sermalino.....April 9, 1937
Neysa McMein.....April 16, 1937
Mary Knight.....April 23, 1937
Gretta Palmer.....April 30, 1937

KOLYNOS TOOTH PASTE
(Blackett-Sample-Hummert)
(Tues.-8-CBS)

Edwina Eustis.....Aug. 4, 1936
Lois Bennett.....Aug. 4, 1936
Joe Howard.....Aug. 4, 1936
Ivan Ivantzoff.....Aug. 11, 1936
Vaudy Cape.....Aug. 11, 1936
Harry Von Tilzer.....Aug. 11, 1936
Dorothea Flexer.....Aug. 18, 1936
Joseph Mendelsohn.....Aug. 18, 1936
James Thornton.....Aug. 18, 1936
Ethel Levyn.....Aug. 25, 1936
John Guerney.....Aug. 25, 1936
John Clarke.....Aug. 25, 1936
Daniel Frohman.....Sept. 1, 1936
John Barclay.....Sept. 1, 1936
Billie Bailey.....Sept. 1, 1936
Nancy McCord.....Sept. 15, 1936
Frank Moulant.....Sept. 15, 1936
David Putterman.....Sept. 15, 1936
Beverely Bayne.....Sept. 22, 1936
Ivan Ivantzoff.....Sept. 22, 1936
Bessie Wynn.....Sept. 22, 1936
Florence Reed.....Oct. 13, 1936
Billy Hue.....Oct. 13, 1936
Baby Mary Ann.....Oct. 13, 1936
Ann Pennington.....Oct. 27, 1936
Nancy Greieford.....Oct. 27, 1936
John Elliott.....Oct. 27, 1936
Josephine Sable.....Nov. 3, 1936
Jack Norworth.....Nov. 3, 1936
Abby Mitchell.....Nov. 3, 1936
Lois Bennett.....Nov. 17, 1936
Mrs. Patrick Campbell.....Nov. 24, 1936
Edward Matthews.....Nov. 24, 1936
Ada May.....Nov. 24, 1936
Donald Biron.....Dec. 1, 1936
Alfredo Gerville.....Dec. 1, 1936
Ruby Mercer.....Dec. 8, 1936
Ray Middleton.....Dec. 8, 1936
Elizabeth Murray.....Dec. 8, 1936
Mary Witte.....Dec. 15, 1936
Phil Regan.....Dec. 15, 1936
Florence Reed.....Dec. 15, 1936
Fritzi Scheff.....Dec. 22, 1936
Jimmy Farrell.....Dec. 22, 1936
Yvonne Ivantzoff.....Dec. 22, 1936
Ethel Barrymore Colt.....Dec. 29, 1936
Magnante .....Dec. 29, 1936
Milton Douglas.....Dec. 29, 1936
Luella Melens.....Dec. 29, 1936
Lenore Ulric.....Jan. 12, 1937

GUEST ARTISTS—Continued

Olga Baclanova.....Jan. 12, 1937
Robert Shafer.....Jan. 12, 1937
Cissie Loftus.....Jan. 19, 1937
Dorothy Dreslin.....Jan. 19, 1937
Nicholas Massue.....Jan. 26, 1937
Erin O'Brien Moore.....Feb. 2, 1937
Gracie Barrie.....Feb. 2, 1937
Mario Cozzi.....Feb. 2, 1937
Blanche Yurka.....Feb. 2, 1937
George Rasely.....Feb. 16, 1937
Ilka Chase.....Feb. 16, 1937
Christie MacDonald.....Feb. 23, 1937
Helen Morgan.....March 2, 1937
Del Cafino.....March 2, 1937
Lucielle Browning.....March 2, 1937
George Rafley.....March 9, 1937
Benay Venuta.....March 9, 1937
Glenn Hunter.....March 9, 1937
Margaret Anglin.....March 16, 1937
John Guffin.....March 16, 1937
Connie Gates.....March 16, 1937
Charlie King.....March 23, 1937
Thomas Thomas.....March 23, 1937
Illiana.....March 23, 1937
Mitzi Mayfair.....April 6, 1937
Fred Huffsmith.....April 13, 1937
Louise D'Angelo.....April 13, 1937
Margaret Anglin.....April 20, 1937
Frederic Jenks.....April 20, 1937
Mary Jane Walsh.....April 20, 1937
Blanche Yurka.....April 27, 1937
Reinald Werrenrath.....April 27, 1937
Joey Nash.....April 27, 1937
Rhoda Arnold.....May 4, 1937
Charita Bower.....May 4, 1937
Joe Howard.....May 4, 1937
Arthur Carron.....May 4, 1937

LUX
(J. Walter Thompson)
(Mon.-9-CBS)

Clark Gable.....June 1, 1936
Marlene Dietrich.....June 1, 1936
William Powell.....June 8, 1936
Myrna Loy.....June 8, 1936
Theda Bara.....June 8, 1936
Al Jolson.....June 15, 1936
Ruby Keeler.....June 15, 1936
Merle Oberon.....June 22, 1936
Herbert Marshall.....June 22, 1936
Jeanette MacDonald.....June 29, 1936
Lionel Barrymore.....July 6, 1936
Marion Davies.....July 13, 1936
Joel McCrea.....July 13, 1936
Claudette Colbert.....July 20, 1936
Walter Huston.....July 20, 1936
Joan Crawford.....July 27, 1936
Franchot Tone.....July 27, 1936
Barbara Stanwyck.....Aug. 3, 1936
Fred MacMurray.....Aug. 3, 1936
Al Jolson.....Aug. 10, 1936
John Boles.....Aug. 17, 1936
Evelyn Venable.....Aug. 17, 1936
Jack Oakie.....Aug. 24, 1936
Helen Twelvetrees.....Aug. 24, 1936
George Raft.....Aug. 31, 1936
June Lang.....Aug. 31, 1936
James Cagney.....Sept. 7, 1936
Robert Armstrong.....Sept. 7, 1936
Boots Mallory.....Sept. 7, 1936
Ruth Chatterton.....Sept. 14, 1936
Brian Aherne.....Sept. 14, 1936
Grace Moore.....Sept. 21, 1936
Wallace Beery.....Sept. 28, 1936
Clara Kimball Young.....Sept. 28, 1936
Eric Linden.....Sept. 28, 1936
Joe E. Brown.....Oct. 5, 1936
Ginger Rogers.....Oct. 12, 1936
Warren Williams.....Oct. 12, 1936
Alan Mowbray.....Oct. 12, 1936
Frank Morgan.....Oct. 19, 1936
Robert Taylor.....Oct. 26, 1936
Olivia de Haviland.....Oct. 26, 1936
Gary Cooper.....Nov. 2, 1936
Sidney Skolsky.....Nov. 2, 1936
Pat O'Brien.....Nov. 9, 1936
Madge Evans.....Nov. 9, 1936
Allan Jenkins.....Nov. 9, 1936
William Frawley.....Nov. 9, 1936
Lily Pons.....Nov. 16, 1936
Adolphe Menjou.....Nov. 16, 1936
Paul Muni.....Nov. 23, 1936
Fritz Leiber.....Nov. 23, 1936
Loretta Young.....Nov. 30, 1936
James Gleason.....Nov. 30, 1936
Robert Montgomery.....Dec. 7, 1936
Elissa Landi.....Dec. 7, 1936
Jean Harlow.....Dec. 14, 1936
Robert Taylor.....Dec. 14, 1936
Claude Rains.....Dec. 14, 1936
Dick Powell.....Dec. 21, 1936
Joan Blondell.....Dec. 21, 1936
Ted Atmere.....Dec. 21, 1936
Herbert Marshall.....Dec. 28, 1936
Madeleine Carroll.....Dec. 28, 1936
Noel Coward.....Dec. 20, 1936
Spencer Tracy.....Jan. 4, 1937
Virginia Bruce.....Jan. 4, 1937
Frances Farmer.....Jan. 4, 1937
Claudette Colbert.....Jan. 11, 1937
Fred MacMurray.....Jan. 11, 1937
Edward G. Robinson.....Jan. 18, 1937
Beverly Roberts.....Jan. 18, 1937
Jeannette MacDonald.....Jan. 25, 1937
Gary Cooper.....Feb. 1, 1937
Jean Arthur.....Feb. 1, 1937
Sidney Skolsky.....Feb. 1, 1937
Fay Gilles.....Feb. 1, 1937
Gene Raymond.....Feb. 8, 1937
Anna Sten.....Feb. 8, 1937
James Gleason.....Feb. 8, 1937
Jack Benny.....Feb. 15, 1937
Mary Livingstone.....Feb. 15, 1937
Errol Flynn.....Feb. 22, 1937
Olivia de Haviland.....Feb. 22, 1937
Charles Winninger.....March 1, 1937
Richard Arlen.....March 1, 1937
Sally Eilers.....March 1, 1937
Cary Grant.....March 8, 1937
Grace Moore.....March 8, 1937
Marlene Dietrich.....March 15, 1937

Lux Guests (Cont'd)

Herbert Marshall.....March 15, 1937
Ernst Lubitsch.....March 15, 1937
Frederic March.....March 22, 1937
Florence Eldridge.....March 22, 1937
George Burns.....March 29, 1937
Gracie Allen.....March 29, 1937
Clark Gable.....April 5, 1937
Adolph Menjou.....April 5, 1937
Josephine Hutchinson.....April 5, 1937
Walter Huston.....April 12, 1937
Fay Bainter.....April 12, 1937
Nan Sunderland.....April 12, 1937
Joe E. Brown.....April 19, 1937
Roscoe Karns.....April 19, 1937
Rochelle Hudson.....April 19, 1937

NASH
(J. Walter Thompson)
(Sat.-9-CBS)

Queena Mario.....Nov. 7, 1936
Frederick Jaegel.....Nov. 14, 1936
Roy Smeck.....Nov. 14, 1936
Richard Bonelli.....Nov. 21, 1936
Mildred Dillings.....Nov. 21, 1936
Joe Cook.....Nov. 28, 1936
Charlotte Symone.....Nov. 28, 1936
Tito Schipa.....Dec. 5, 1936
Joe Sodja.....Dec. 5, 1936
Conrad Mayo.....Dec. 12, 1936
Efrem Zimbalist.....Dec. 12, 1936
John McCormack.....Dec. 19, 1936
Don Cossacks.....Dec. 26, 1936
Ruth Breton.....Dec. 26, 1936
Julius Huehn.....Jan. 2, 1937
Lotte Lehman.....Jan. 2, 1937
Mills Brothers.....Jan. 9, 1937
Josephine Antoine.....Jan. 9, 1937
Mrs. William E. Harrness.....Jan. 9, 1937
Edith Lorand.....Jan. 16, 1937
Sophie Tucker.....Jan. 16, 1937
Dorothea Brande.....Jan. 16, 1937
Josephine Bentonelli.....Jan. 23, 1937
Borrah Minnevitch's Harmonicans.....Jan. 23, 1937
Capt. Cornelius Willemse.....Jan. 23, 1937
Lupe Velez.....Jan. 30, 1937
Walter O'Keefe.....Jan. 30, 1937
Laurence Stallings.....Feb. 6, 1937
Charioteers Quartet.....Feb. 6, 1937
Olson & Johnson.....Feb. 6, 1937
Kate Smith.....Feb. 13, 1937
Col. Stoopnagle & Budd.....Feb. 13, 1937
Helen Jepson.....Feb. 20, 1937
Buck & Bubbles.....Feb. 20, 1937
Willie Howard.....Feb. 27, 1937
Eugene Howard.....Feb. 27, 1937
Belle Baker.....March 6, 1937
Sheila Barrett.....March 13, 1937
Walter B. Pitkin.....March 13, 1937
Grace Moore.....March 20, 1937

PITTSBURGH PLATE GLASS
(B. B. D. & O.)
(Sun.-2 p.m.-CBS)

Reed Kennedy.....Dec. 6, 1936
Frederick Jagel.....Oct. 11, 1936
Reed Kennedy.....Oct. 25, 1936
Marjorie Edwards.....Nov. 1, 1936
Reed Kennedy.....Nov. 8, 1936
Rosa Tentoni.....Nov. 15, 1936
Reed Kennedy.....Nov. 22, 1936
Queena Mario.....Nov. 29, 1936
Reed Kennedy.....Dec. 6, 1936
Reed Kennedy.....Dec. 13, 1936

R. J. REYNOLDS
(Wm. Esty)
(Tues.-9:30-CBS)

Spencer Tracy.....July 7, 1936
Frank Forrest.....July 7, 1936
Rosalind Russell.....July 7, 1936
John Barrymore.....July 14, 1936
Freda Inescort.....July 14, 1936
Frank Morgan.....July 28, 1936
Frank Forrest.....July 28, 1936
Carmel Myers.....July 28, 1936
Irvin S. Cobb.....Aug. 4, 1936
George J. Kaufman.....Aug. 4, 1936
George Jessel.....Aug. 4, 1936
Rupert Hughes.....Aug. 4, 1936
Thelma Leeds.....Aug. 4, 1936
Gertrude Niesen.....Aug. 18, 1936
Groucho, Chico & Harpo Marx, Sept. 1, 1936
Carole Lombard.....Sept. 8, 1936
Michael Bartlett.....Sept. 15, 1936
Gladys Swarthout.....Sept. 15, 1936
Herbert Marshall.....Sept. 22, 1936
Alice Faye.....Sept. 22, 1936
Fred MacMurray.....Oct. 6, 1936
Mary McCormick.....Oct. 6, 1936
Norman Sper.....Oct. 6, 1936
Joan Bennett.....Oct. 13, 1936
Charles Boyer.....Oct. 13, 1936
Clark Gable.....Oct. 20, 1936
Frank Forrest.....Oct. 20, 1936
Frank Forrest.....Oct. 27, 1936
Norman Sper.....Oct. 27, 1936
Joan Crawford.....Nov. 10, 1936
Franchot Tone.....Nov. 10, 1936
Edward Arnold.....Nov. 24, 1936
Barbara Stanwyck.....Dec. 1, 1936
Boris Karloff.....Dec. 8, 1936
Joel McCrea.....Dec. 15, 1936
Bette Davis.....Dec. 15, 1936
Ruth Chatterton.....Dec. 22, 1936
Cary Grant.....Dec. 22, 1936
Wesleyan College.....Dec. 29, 1936
Yale University.....Jan. 5, 1937
Judy Garland.....Jan. 5, 1937
John Boles.....Jan. 5, 1937
George Jessel.....Jan. 5, 1937
Nick Foran.....Jan. 12, 1937
Frank Fay.....Jan. 12, 1937
Bill Birdon.....Jan. 12, 1937
Kirk Alexander.....Jan. 12, 1937
U. of Calif. Glee Club.....Jan. 19, 1937
Lee Wiley.....Jan. 19, 1937
Doc Rockwell.....Jan. 19, 1937
Shaw & Lee.....Jan. 19, 1937
Fordham U. Glee Club.....Jan. 26, 1937
Block & Sully.....Jan. 26, 1937
Robert Wildhack.....Jan. 26, 1937

GUEST ARTISTS—Continued

Gertrude Niesen.....Feb. 2, 1937
Donald Novis.....Feb. 9, 1937
Block & Sully.....Feb. 9, 1937
Alice Faye.....March 16, 1937
Judy Garland.....March 16, 1937
Judy Garland.....March 23, 1937
Frank Fay.....March 23, 1937
John Boles.....March 23, 1937
Judy Garland.....March 30, 1937

ROYAL TYPEWRITER
(Hanff-Metzger)
(Thurs.-6:30-CBS)

Al Barabas.....Sept. 24, 1936

SEARS-ROEBUCK
(Stack-Goble)
(Thurs.-10-CBS)

Marion Claire.....Oct. 8, 1936
John Boles.....Oct. 8, 1936
Guy Bates Post.....Oct. 15, 1936
Virginia Della Chiesa.....Oct. 15, 1936
Frances Lederer.....Oct. 22, 1936
Ethel Shutta.....Oct. 22, 1936
Jackie Cooper.....Oct. 29, 1936
Hoot Gibson.....Oct. 29,1936
Doring Sisters.....Oct. 29, 1936
Tito Schipa.....Nov. 5, 1936
Anita Louise.....Nov. 5, 1936
Grantland Rice.....Nov. 12, 1936
Jane Froman.....Nov. 12, 1936
Guy Kibbee.....Nov. 19, 1936
Kay Brinkler.....Nov. 19, 1936
Hoagy Carmichael.....Nov. 19, 1936
Wallace Beery.....Dec. 3, 1936
Josephine Huston.....Dec. 3, 1936
Rosa Ponselle.....Dec. 10, 1936

TEXACO
(Hanff-Metzger)
(Sun.-8:30-CBS)

Leslie Howard.....Dec. 6, 1936
Ted Lewis.....Dec. 27, 1936

U. S. TOBACCO
(DILL'S BEST, MODEL)
(Arthur Kudner)
(Mon.-8:30-CBS)

Ed Roecker.....Dec. 28, 1936
Tito Guizar.....Feb. 15, 1937
Tito Guizar.....Feb. 22, 1937

VICK'S
(Morse International)
(Sun.-8-CBS)

Jeanette MacDonald.....Dec. 20, 1936
Joseph Bentonelli.....Feb. 21, 1937
Richard Bonnelli .....March 21, 1937

WARD BAKING
(NEWS OF YOUTH)
(Fletcher & Ellis)
(Mon.-6:15-CBS)

Gomer Jones.....Sept. 29, 1936
Don Irwin.....Oct. 6, 1936

WARD BAKING
(NEWS OF YOUTH)
(Fletcher & Ellis)
Thurs.-6:15-CBS)

J. H. Crowley.....Oct. 1, 1936
Wally Fromhart.....Oct. 8, 1936

MUTUAL BROADCASTING SYSTEM

LOCAL DEPARTMENT STORES
(Dorland International)
(Thurs.-9-Mutual)

Shep Fields.....Dec. 17, 1936
Benay Venuta.....Dec. 17, 1936
Eve Symington.....Dec. 17, 1936
Claire Whitney.....Dec. 17, 1936
Hal Kemp.....Dec. 24, 1936
Peggy Fears.....Dec. 24, 1936
Don Bestor.....Dec. 31, 1936
Frances Maddux.....Dec. 31, 1936
Guy Lombardo.....Jan. 14, 1937
Clyde Pangborn.....Jan. 14, 1937
Harry Sosnik.....Jan. 21, 1937
Mitzi Mayfair.....Jan. 21, 1937
Eddie Duchin.....Jan. 28, 1937
Frank Albertson.....Jan. 28, 1937
Abe Lyman.....Feb. 4, 1937
Sam Jaffe.....Feb. 4, 1937
Rosamond Pinchot.....Feb. 4, 1937
Carl Hoff.....Feb. 11, 1937
Grant Mitchell.....Feb. 11, 1937
Ozzie Nelson.....Feb. 18, 1937
Ernest Truex.....Feb. 18, 1937
Diana Gaylen.....Feb. 18, 1937
Al Goodman Orchestra.....Feb. 25, 1937
Betty Lawford.....Feb. 25, 1937
Lennie Hayton Orchestra..March 4, 1937
Ethel Barrymore Colt.....March 4, 1937

NATIONAL BROADCASTING COMPANY

AMERICAN CAN
(Fuller & Smith & Ross)
(Tues.-9-Blue)

Ethel Shutta.....June 2, 1936
Frank Morgan.....June 9, 1936
Zasu Pitts.....June 16, 1936
Jane Froman.....June 23, 1936
Patsy Kelly.....June 30, 1936
Harpo Marx.....July 7, 1936
Harry Stockwell.....July 7, 1936

American Can Guests (Cont'd)

James Melton.....July 14, 1936
Ethel Waters.....July 21, 1936
Connie Boswell.....July 28, 1936
Revellers Quartet.....Aug. 4, 1936
Ethel Barrymore.....Aug. 11, 1936
Sophie Tucker.....Aug. 18, 1936
Bill Robinson.....Aug. 25, 1936
Donald Novis.....Sept. 1, 1936
Smith & Dale.....Sept. 8, 1936
Ramona.....Sept. 15, 1936
Henry Armetta.....Sept. 15, 1936
Jean Aubrey.....Sept. 15, 1936
Andy Devine.....Sept. 15, 1936
Frank Parker.....Sept. 22, 1936
Ethel Waters.....Sept. 29, 1936
Conrad Thibault.....Oct. 6, 1936
Gertrude Berg.....Oct. 13, 1936
Estelle Taylor.....Oct. 20, 1936
Beatrice Lillie.....Oct. 27, 1936
Mildred Bailey.....Nov. 3, 1936
Ruth Etting.....Nov. 10, 1936
Cab Calloway.....Nov. 17, 1936
Tamara.....Nov. 24, 1936
Jackie Heller.....Nov. 24, 1936
Sam Hearn.....Dec. 1, 1936
Kate Smith.....Dec. 8, 1936
Sheila Barrett.....Dec. 15, 1936
Patsy Kelly.....Dec. 22, 1936
Gertrude Niesen.....Dec. 29, 1936
Ella Logan.....Jan. 5, 1937
Bert Wheeler.....Jan. 5, 1937
Gregory Ratoff.....Jan. 12, 1937
Anna Sten.....Jan. 19, 1937
Ethel Waters.....Jan. 26, 1937
Judy Garland.....Feb. 2, 1937
Fred Lawrence.....Feb. 2, 1937
Ruby Keeler.....Feb. 9, 1937
Leah Ray.....Feb. 16, 1937
Julius Tannen.....Feb. 16, 1937
Mary Boland.....Feb. 23, 1937
Bud Stotler and Larry Adler.Feb. 23, 1937
Alfred Vanderbilt.....Feb. 23, 1937
Jack Benny.....March 2, 1937
Adolphe Menjou.....March 9, 1937
Larry Adler.....March 9, 1937
Gertrude Berg.....March 16, 1937
Connie Boswell.....March 16, 1397
George Olsen's Orch.....March 23, 1937
Sheila Barrett.....March 23, 1937
Frank Parker.....March 30, 1937
Eddie Caldwell.....March 30, 1937
Eddie Cantor.....April 13, 1937
Pat O'Shea.....April 13, 1937
Alice Faye.....April 20, 1937
Walter Winchell.....April 20, 1937
Jack Haley.....April 20, 1937
Louella Parsons.....April 20, 1936
Joan Davis.....April 20, 1936
Sidney Lanfield.....April 20, 1936
Leah Ray.....April 20, 1937
George Givot.....April 20, 1937
Ella Logan.....April 27, 1937
Ann Ronnell.....April 27, 1937
Patrick O'Shea.....April 27, 1937
Ethel Shutta.....May 4, 1937

AMERICAN TOBACCO*
(LUCKY STRIKE)
(Lord & Thomas)
(Wed.-10-Red)

Mrs. Alice Roosevelt Longworth.....Feb. 3, 1937
Marjorie Lawrence.....Feb. 10, 1937
Dolores Del Rio.....Feb. 17, 1937
Victor McLaglen.....Feb. 24, 1937
Sally Eilers.....March 3, 1937
Philip Merivale.....March 10, 1937
Jane Wyatt.....March 17, 1937
Helen Jepson.....March 24, 1937
Elisabeth Rethberg.....March 31, 1937

**Note: Guest talent on this program was not such in the strictest sense of the word; mainly these artists were used as part of a testimonial campaign.*

AXTON-FISHER
(SPUD CIGARETTES)
(Young & Rubicam)
(Sat.-8-Blue)

Lenore Ulrich.....Nov. 14, 1936
Kitty Carlisle.....Nov. 21, 1936
Rudy Vallee.....Nov. 28, 1936
Irene Bordoni.....Dec. 5, 1936
Morton Downey.....Dec. 12, 1936
Ruth Etting.....Dec. 19, 1936
Julia Sanderson.....Dec. 26, 1936
Frank Crummit.....Dec. 26, 1936
Mischa Levitsky.....Jan. 2, 1937
Eton Boys.....Jan. 9, 1936
Evelyn Laye.....Jan. 16, 1937
Joseph Bentonelli.....Jan. 23, 1937
Kitty Carlise.....Jan. 30, 1937
Hildegard.....Feb. 6, 1937
Josephine Antoine.....Feb. 13, 1937
Alexander Gray.....Feb. 20, 1937
Fray & Braggiotti.....Feb. 27, 1937
Leroy Clark.....Feb. 27, 1937
Frederick Jaegel.....March 6, 1937
Carlos Salzedo.....March 13, 1937
Virginia Verrill.....March 20, 1937
Charles Kullman.....March 27, 1937
Mills Brothers.....April 3, 1937
Vronsky & Babin.....April 10, 1937
Little Jackie Heller.....April 17, 1937
Niela Goodelle.....April 24, 1937
Phil Regan.....May 1, 1937

CADILLAC
(MacManus, John & Adams)
(Thurs.-4-Red)

Sally Milgrim.....Nov. 5, 1936
Capt. Molyneaux.....Nov. 12, 1936
Lily Dache.....Nov. 19, 1936
Herman Patrick Tappe.....Nov. 26, 1936
James Reynolds.....Dec. 3, 1936
Tamara Geva.....Dec. 10, 1936
James Delman.....Dec. 17, 1936
Lois "Lipstick" Long.....Dec. 24, 1936
Maybelle Manning.....Dec. 31, 1936
McClelland Barclay.....Jan. 7, 1937
John Fredericks.....Jan. 14, 1937

Alicia Hart.....Jan. 21, 1936
Richard Jaeckel.....Jan. 28, 1937

GENERAL MOTORS
(Campbell-Ewald)
(Sun.-8-Blue)

Lois Bennett.....June 7, 1936
Conrad Thibault.....June 7, 1936
Marion Claire.....June 14, 1936
Walter Cassel.....June 14, 1936
George Gershwin.....June 21, 1936
Anne Brown.....June 21, 1936
Todd Duncan.....June 21, 1936
Eva Jessye Choir.....June 21, 1936
(From "Porgy & Bess")
Virginia Rea.....June 28, 1936
Jan Peerce.....June 28, 1936
Harold Bauer.....Sept. 13, 1936
Albert Spalding.....Sept. 13, 1936
Don Cossack Russian Male Chorus directed by Serge Jaroff.....Sept. 20, 1936
Rosa Ponselle.....Sept. 27, 1936
John McCormack.....Oct. 4, 1936
Philadelphia Orchestra under Leopold Stokowski.....Oct. 4, 1936
Bruna Castagna.....Oct. 11, 1936
Lotte Lehmann.....Oct. 18, 1936
Ruth Slenczynski.....Oct. 25, 1936
Minneapolis Symph. Orch.....Nov. 1, 1936
Maria Jeritza.....Nov. 1, 1936
Helen Jepson.....Nov. 8, 1936
John Charles Thomas.....Nov. 15, 1936
Cleveland Symph. Orch. under A. Rodzinski.....Nov. 22, 1936
Gladys Swarthout.....Nov. 22, 1936
John Amans.....Nov. 29, 1936
Joseph Schuster.....Nov. 29, 1936
Lily Pons.....Dec. 6, 1936
Donald Dixon.....Dec. 13, 1936
Moriz Rosenthal.....Dec. 13, 1936
Rose Bampton.....Dec. 20, 1936
Elisabeth Rethberg.....Dec. 27, 1936
Ezio Pinza.....Dec. 27, 1936
Paul Whiteman.....Jan 3, 1937
Casper Reardon.....Jan. 3, 1937
Ray Middleton.....Jan. 3, 1937
Lauritz Melchior.....Jan. 10, 1937
Kerstin Thorborg.....Jan. 17, 1937
Georges Enesco.....Jan. 24, 1937
Yehudi Menuhin.....Jan. 24, 1937
Rochester Philharmonic, under Jose Iturbi.....Jan. 31, 1937
Kirsten Flagstad.....Jan. 31, 1937
Gina Cigna.....Feb. 7, 1937
Samuel Dushkin.....Feb. 14, 1937
Igor Stravinsky.....Feb. 14, 1937
Grace Moore.....Feb. 21, 1937
Muriel Dickson.....Feb. 28, 1937
Schola Cantorum of N. Y., Hugh Ross, Cond.....Feb. 28, 1937
Percy Grainger.....Feb. 28, 1937
Joseph Schmidt.....March 7, 1937
Josef Hofmann.....March 14, 1937
Marian Anderson.....March 21, 1937
Kirsten Flagstad.....March 28, 1937
Joseph Schmidt.....March 28, 1937
Lily Pons.....April 4, 1937
John Brownlee.....April 4, 1937
Joseph Schmidt.....April 11, 1937
Helen Gleason.....April 11, 1937
Mishel Piastro.....April 11, 1937
Erica Darbo.....April 18, 1937
Richard Crooks.....April 18, 1937
Joseph Schuster.....April 18, 1937
Mishel Piastro.....April 18, 1937
Eugene Goossens.....April 25, 1937
Rosa Ponselle.....April 25, 1937
Frank Forest.....April 25, 1937
Laurence Tibbett.....May 2, 1937
Helen Jepson.....May 2, 1937

FIRESTONE
(Sweeney & James)
(Mon.-8:30-Red)

Nelson Eddy.....June 1, 1936
Nelson Eddy.....June 8, 1936
Rosemarie Brancato.....Sept. 7, 1936
Florence Vickland.....Sept. 14, 1936
Lucille Manners.....Sept. 21, 1936
Lucille Manners.....Sept. 28, 1936
Rosemarie Brancato.....Oct. 5, 1936
Harvey G. Firestone, Jr.....Nov. 16, 1936
Florence Vickland.....Nov. 23, 1936
Gustave Haenschen, guest cond.....Dec. 7, 1936
Gladys Swarthout.....Dec. 14, 1936
Gustave Haenschen, guest cond.....Dec. 14, 1936
Rosario Bourdon, guest cond.....Dec. 21, 1936
Lauritz Melchior.....Jan. 4, 1937
Alfred Wallenstein, guest cond.....Jan. 4, 1936
Alfred Wallenstein, guest cond.....Jan. 11, 1937
Alfred Wallenstein, guest cond.....Jan. 18, 1937
Alfred Wallenstein, guest cond.....Jan. 25, 1937
Nathaniel Shilkret, guest cond.....Feb. 1, 1937
Nathaniel Shilkret, guest cond.....Feb. 8, 1937
Wilfred Pelletier, guest cond.Feb. 15, 1937
Wilfred Pelletier, guest cond.Feb. 22, 1937
Richard Bonnelli.....Feb. 22, 1937
Alfred Wallenstein, guest cond.....March 8, 1937
Alfred Wallenstein, guest cond.....March 15, 1937
Rose Bampton.....March 22, 1937
Wilfred Pelletier, guest cond.....March 22, 1937
Rose Bampton.....March 29, 1937
Wilfred Pelletier, guest cond.....March 29, 1937
Richard Crooks.....April 5, 1937
Alfred Wallenstein.....April 5, 1937
Richard Crooks.....April 12, 1937
Margaret Speaks.....April 19, 1937
Richard Crooks.....April 26, 1937

Firestone Guests (Cont'd)

Alfred Wallenstein.....April 26, 1937
Richard Crooks.....May 3, 1937

GENERAL SHOE CORP.
(C. P. Clark, Inc.)
(Tues.-10:30-Blue)

Vincent Lopez's Orch.....Sept. 15, 1936
Stanley Worth.....Sept. 15, 1936
Edith Dick.....Sept. 15, 1936
John Morris.....Sept. 15, 1936
Fred Lowry.....Sept. 15, 1936
Henry Busse.....Sept. 22, 1936
Harriet de Goff.....Sept 22, 1936
Eddie Duchin's Orch.....Sept. 29, 1936
Edith Dick.....Sept. 29, 1936
Buddy Clark.....Sept. 29, 1936
Billy Reid.....Sept. 29, 1936
Hal Kemp's Orch.....Oct. 6, 1936
Kenneth Earle.....Oct. 6, 1937
Phil Harris.....Oct. 13, 1936
Ted Fio Rito's Orch.....Oct. 20, 1936
Shep Field's Orch.....Oct. 27, 1936
Ted Weems' Orch.....Nov. 3, 1936
Jan Garber's Orch.....Nov. 10, 1936
Freddy Martin's Orch.....Nov. 17, 1936
Al Goodman's Orch.....Nov. 24, 1936
Edith Dick.....Nov. 24, 1936
Buddy Clark.....Nov. 24, 1936
Billy Reid.....Nov. 24, 1936
Eddie Duchin's Orch.....Dec. 1, 1936
Gloria Grafton.....Dec. 1, 1936
Ted Fio Rito's Orch.....Dec. 8, 1936

JERGENS-WOODBURY
(Lennen & Mitchell)
(Sun.-9:15-Blue)

Donald Novis.....June 11, 1936
Governor Allred of Texas....Oct. 6, 1936
Elsie Hitz.....Dec. 20, 1936
Nick Dawson.....Dec. 20, 1936
Elsie Hitz.....Dec. 27, 1936
Nick Dawson.....Dec. 27, 1936
Shep Fields.....Jan. 3, 1937
Frank Parker.....Jan. 3, 1937
Judy Canova, Annie & Zeke..Jan. 3, 1937
George Jessel.....Feb. 4, 1937
George Jessel.....Feb. 28, 1937
Niela Goodelle.....April 25, 1937

KRAFT-PHENIX CHEESE
(J. Walter Thompson)
(Thurs.-10:00-Red)

Norma Talmadge.....June 4, 1936
George Jessel.....June 4, 1936
Edith Fellows.....June 4, 1936
Jackie Searle.....June 4, 1936
Virginia Bruce.....June 18, 1936
Pat O'Brien.....June 18, 1936
Frank Morgan.....July 2, 1936
Toscha Seidel.....July 2, 1936
Frances Farmer.....July 2, 1936
Martha Raye.....July 2, 1936
Norman Taurog.....July 2, 1936
Henri Deering.....July 9, 1936
Bert Wheeler.....July 9, 1936
Jean Arthur.....July 9, 1936
Bob Burns.....July 9, 1936
Robert Taylor.....July 16, 1936
Rose Bampton.....July 16, 1936
Bob Burns.....July 16, 1936
Vera Van.....July 30, 1936
Dolores Costello Barrymore..July 30, 1936
Albert Spaulding.....July 30, 1936
Ernest Hutcheson.....Aug. 6, 1936
Robert Young.....Aug. 6, 1936
Ann Sothern.....Aug. 6, 1936
Anita Louise.....Aug. 13, 1936
Alison Skipworth.....Aug. 13, 1936
Josephine Tuminia.....Aug. 13, 1936
Louis Armstrong.....Aug. 13, 1936
Joan Bennett.....Aug. 20, 1936
Dorothy Lamour.....Aug. 20, 1936
Harold Bauer.....Aug. 20, 1936
Mary McCormic.....Aug. 27, 1936
Ella Logan.....Aug. 27, 1936
Pat O'Brien.....Aug. 27, 1936
Josephine Hutchinson.....Aug. 27, 1936
Bob Burns.....Aug. 27, 1936
Olivia de Havilland.....Sept. 3, 1936
Joel McCrea.....Sept. 3, 1936
Alice Faye.....Sept. 3, 1936
Jose Iturbi.....Sept. 3, 1936
Jack Oakie.....Sept. 10, 1936
Susanne Fisher.....Sept. 10, 1936
Glenda Farrell.....Sept. 10, 1936
Deane Janis.....Sept. 10, 1936
Paul Taylor Choristers.....Sept. 10, 1936
Bob Burns.....Sept. 10, 1936
Jimmy Dorsey's Orch.....Sept. 10, 1936
Guy Kibbee.....Sept. 17, 1936
Jackie Coogan.....Sept. 17, 1936
Betty Grable.....Sept. 17, 1936
Hoot Gibson.....Sept. 17, 1936
Mischa Livitzky.....Sept. 17, 1936
Jack Oakie.....Sept. 24, 1936
Vera Van.....Sept. 24, 1936
Anna Sten.....Sept. 24, 1936
Mario Chamlee.....Sept. 24, 1936
Billie Burke.....Oct. 1, 1936
John Barrymore.....Oct. 1, 1936
Rudolph Ganz.....Oct. 1, 1936
Jean Hersholt.....Oct. 8, 1936
Madeleine Carroll.....Oct. 8, 1936
Patricia Ellis.....Oct. 8, 1936
Frederick Jaegel.....Oct. 8, 1936
Elizabeth Rethberg.....Oct. 15, 1936
Ruth Chatterton.....Oct. 15, 1936
Slip Madigan.....Oct. 15, 1936
Josephine Antoine.....Oct. 22, 1936
Anne Shirley.....Oct. 22, 1936
Adolphe Menjou.....Oct. 22, 1936
Elissa Landi.....Oct. 29, 1936
Cary Grant.....Oct. 29, 1936
Emanuel Fuermann.....Oct. 29, 1936
Bruna Castagna.....Nov. 5, 1936
Gladys George.....Nov. 5, 1936
Warren William.....Nov. 5, 1936
Grete Stueckgold.....Nov. 12, 1936
Helen Vinson.....Nov. 12, 1936
Edmund Lowe.....Nov. 12, 1936

Patsy Kelly.....Nov. 19, 1936
Robert Armstrong.....Nov. 19, 1936
Harold Bauer.....Nov. 19, 1936
Lotte Lehmann.....Nov. 26, 1936
Ricardo Cortez.....Nov. 26, 1936
Rochelle Hudson.....Nov. 26, 1936
Bob Burns.....Nov. 26, 1936
Alice Faye.....Dec. 3, 1936
Gene Raymond.....Dec. 3, 1936
Gregor Piatigorsky.....Dec. 3, 1936
Susanne Fisher.....Dec. 10, 1936
Anita Louise.....Dec. 10, 1936
Bruce Cabot.....Dec. 10, 1936
Jack Oakie.....Dec. 17, 1936
Mary Astor.....Dec. 17, 1936
Nadine Connor.....Dec. 17, 1936
Jose Iturbi.....Dec. 24, 1936
June Travis.....Dec. 24, 1936
Jimmy Gleason.....Dec. 24, 1936
Pat O'Brien.....Dec. 31, 1936
Art Tatum.....Dec. 31, 1936
Foursome Quartet.....Dec. 31, 1936
Wesleyan College Glee Club..Dec. 31, 1936
Grete Stueckgold.....Jan. 7, 1937
Lawson Little.....Jan. 7, 1937
Helen Mack.....Jan. 7, 1937
Patricia Ellis.....Jan. 14, 1937
Edward Everett Horton.....Jan. 14, 1937
Guiomar Novaes.....Jan. 14, 1937
Rose Bampton.....Jan. 21, 1937
Lee Tracy.....Jan. 21, 1937
Josephine Tuminia.....Jan. 28, 1937
Rosalind Marquis.....Jan. 28, 1937
Victor McLaglen.....Jan. 28, 1937
Basil Rathbone.....Feb. 4, 1937
Marion Claire.....Feb. 4, 1937
William Frawley.....Feb. 4, 1937
Toscha Seidel.....Feb. 11, 1937
Dorothy McNulty.....Feb. 11, 1937
Edward Everett Horton.....Feb. 11, 1937
Sophie Tucker.....Feb. 18, 1937
Marion Claire.....Feb. 18, 1937
Patience, John and Richard Abbe.....Feb. 18, 1937
Sidney Skolsky.....Feb. 25, 1937
James Cagney.....Feb. 25, 1937
Josephine Tuminia.....Feb. 25, 1937
Douglas Fairbanks, Jr.....March 4, 1937
Mischa Auer.....March 4, 1937
Grantland Rice.....March 4, 1937
Andre Segovia.....March 11, 1937
Lee Tracy.....March 11, 1937
Mary Brian.....March 11, 1937
Basil Rathbone.....March 18, 1937
Harriet Hilliard.....March 18, 1937
Vronsky and Babin.....March 18, 1937
Betty Jaynes.....March 25, 1937
Gale Sondegaard.....March 25, 1937
Walter Brennan.....March 25, 1937
Amelia Earhart.....April 1, 1937
George Palmer Putnum.....April 1, 1937
June Travis.....April 1, 1937
John Barrymore.....April 1, 1937
Paul Mentz.....April 1, 1937
Charles Grimm.....April 1, 1937
Florence Lake.....April 8, 1937
Victor McLaglen.....April 8, 1937
Kathryn Meisle.....April 8, 1937
Frances Farmer.....April 15, 1937
Lionel Stander.....April 15, 1937
Percy Grainger.....April 15, 1937
Harry Barris.....April 15, 1937
Walter Connelly.....April 22, 1937
Rose Bampton.....April 22, 1937
Ernest Schelling.....April 22, 1937
The Fouresome.....April 22, 1937
Madeline Carroll.....April 29, 1937
Mischa Auer.....April 29, 1937
Grete Stueckgold.....April 29, 1937

MILES LABORATORIES
(Wade)
(Sat.-9-Blue)

Oscar Philipps.....Dec. 19, 1936
Charley Marshall and His Mavericks.....Jan. 9, 1937
Smiling Ed McConnell.....Jan. 16, 1937
Maple City Four.....Feb. 6, 1937
Betty Jaynes.....Feb. 20, 1937
Smiling Ed McConnell.....Feb. 27, 1937
Ranch Boys.....Dec. 26, 1936
Alec Templeton.....Jan. 2, 1937
Gene Arnold.....Jan. 23, 1937
Minnie Mouse.....Jan. 30, 1937
Joe Parsons and Joy Miller..Feb. 13, 1937
Sigmund Spaeth.....March 6, 1937
Bill O'Connor.....March 13, 1937
Tom, Dick and Harry.....March 20, 1937
Joe Parsons.....March 27, 1937
Gene Arnold.....April 3, 1937
American Tamburitza String Orchestra.....April 10, 1937
Ralph Lovell.....April 17, 1937
Louise Massey and the Westerners.....April 24, 1937
Purv Pullen and Joe Parsons.May 1, 1937

MODERN MAGAZINES
(Lennen & Mitchell)
(Wed.-2. p.m.-M.&O.)

Joan Marsh.....Nov. 25, 1936
Frank Parker.....Dec. 2, 1936
Virginia Verrill.....Dec. 23, 1936
Ferde Grofe.....Jan. 13, 1937
Harry Salter.....Jan. 27, 1937
Ed East.....Feb. 3, 1937
Ralph Dumke.....Feb. 3, 1937
Phil Duey.....Feb. 10, 1937
Durelle Alexander.....Feb. 17, 1937
Morton Bowe.....Feb. 24, 1937
Martha Mears.....March 3, 1937
Jerry Cooper.....March 10, 1937

C. F. MUELLER CO.
(Kenyon & Eckhardt)
(Mon.-Fri.-10:45 a.m.-Blue)

Rosamond Pinchot.....Feb. 22, 1937
Irene Purcell.....March 1, 1937
Jane Seymour.....March 8, 1937
Jessie Royce Landis.....March 15, 1937

Socony
Atwater Kent
Magic Key
Valspar
Coca Cola
Showboat
Palmolive
Real Silk
Ben Bernie
Heatrola



Iodent
Contented Hour
Walgreen Drugs
Fleischmann
Radio Guide
Bromo Seltzer
Chevrolet
Woodbury
Studebaker
Pontiac

JANE FROMAN

CURRENTLY STARRING

THE JELL-O PROGRAM

NBC Red Network Coast-to-Coast

Management: WILLIAM MORRIS OFFICE

C. F. Mueller Guests (Cont'd)

Patricia Barclay	March 22, 1937
Claudia Morgan	March 29, 1937

OLDS MOTOR WORKS
(D. P. Brother & Co.)
(Sat.-10:30-Red)

Marion Talley	Oct. 17, 1936
Ruth Chatterton	Oct. 24, 1936
Gertrude Niesen	Nov. 7, 1936
Bill Robinson	Nov. 11, 1936
Alfred P. Sloane	Nov. 11, 1936
Jane Froman	Nov. 14, 1936
Pot Lickers Jug Band	Feb. 13, 1937

PACKARD MOTOR
(Young & Rubicam)
(Tues.-9:30-Red)

Jack Benny	Sept. 8, 1936
Mary Livingston	Sept. 8, 1936
Ginger Rogers	Sept. 8, 1936
Francia White	Sept. 8, 1936
Alan Jones	Sept. 8, 1936
Eddie Moran	Sept. 15, 1936
Eddie Moran	Sept. 22, 1936
Burgess Meredith	Sept. 22, 1936
Foursome Quartet	Sept. 22, 1936
Trudy Wood	Sept. 29, 1936
Trudy Wood	Oct. 6, 1936
Francia White	Oct. 6, 1936
Mexican Fiesta Orch	Oct. 6, 1936
Anne Jameson	Oct. 13, 1936
Borrah Minnevitch and His Harmonica Rascals	Oct. 13, 1936
Anne Jameson	Oct. 20, 1936
Trudy Wood	Oct. 20, 1936
Alan Jones	Oct. 20, 1936
Alan Jones	Oct. 27, 1936
Anne Jameson	Oct. 27, 1936
Trudy Wood	Oct. 27, 1936
Alan Jones	Nov. 3, 1936
Anne Jameson	Nov. 3, 1936
Conrad Thibault	Nov. 17, 1937
Conrad Thibault	Nov. 24, 1936
Fred MacMurray	Nov. 24, 1936
Carl Schroeder	Feb. 2, 1937

PEPSODENT
(Lord & Thomas)
(Mon.-Fri.-7-Red)

Lionel Barrymore	July 29, 1936
Frank Morgan	Aug. 4, 1936
George Raft	Aug. 14, 1936
Walter Huston	Aug. 19, 1936
Cary Grant	Aug. 26, 1936
Randolph Scott	Aug. 26, 1936
Frank Parker	Dec. 4, 1936
Benny Fields	Dec. 11, 1936

PLYMOUTH MOTOR CORP.
(J. Stirling Getchell)
(Tues.-9:30-Red)

Joe Di Maggio	June 2, 1936
Ruth Etting	June 9, 1936
James Braddock	June 16, 1936
Arthur Donovan	June 23, 1936
Joseph Moskowitz	June 30, 1936
Ethel Barrymore	July 7, 1936
Lincoln Dickey, representative of Governor Davey of Ohio	July 7, 1936
Sophia Tucker	July 14, 1936
Lupe Velez	July 21 1936
Duncan Sisters	Aug. 4, 1936

RCA
(Lord & Thomas)
(Sun.-2-Blue)

Stoopnagle & Budd	June 7, 1936
Joseph Knitzer	June 7, 1936
Marion Telva	June 7, 1936
Shep Field's Orch	June 7, 1936
Tennessee Ramblers with Dick Hartman	June 7, 1936
Frank Black	June 14, 1936
Helen Traubel	June 21, 1936
John B. Kennedy	June 21, 1936
Ruby Newman's Orch	June 21, 1936
Frank Black	June 21, 1936
NBC Concert Orch	June 21, 1936
Sheila Barrett	June 21, 1936
Tito Schipa	June 21, 1936
Ruth Etting	June 28, 1936
Rudolph Ganz	June 28, 1936
Marion & Jim Jordon (Fibber McGee & Molly)	June 28, 1936
John B. Kennedy	June 28, 1936
Charles O'Connell	July 5, 1936
Efrem Zimbalist	July 12, 1936
Morton Gould	July 12, 1936
Bert Shefter	July 12, 1936
John B. Kennedy	July 12, 1936
Richard Himber's Orch	July 12, 1936
Stuart Allen	July 12, 1936
Frank Black & Orch	July 12, 1936
Rose Bampton	July 19, 1936
Frank Fay	July 19, 1936
Charles Magnate	July 19, 1936
Midge Williams	July 19, 1936
John B. Kennedy	July 19, 1936
Carol Deis	July 26, 1936
John B. Kennedy	July 26, 1936
Lennie Hayton's Orch	July 26, 1936
Frank Black	July 26, 1936
Bill Robinson	July 26, 1936
Kathleen Norris	July 26, 1936
Charles O'Connell	Aug. 2, 1936
Lewis Clement	Aug. 2, 1936
John B. Kennedy	Aug. 2, 1936
W. C. Kelly	Aug. 9, 1936
Fats Waller's Orch	Aug. 9, 1936
Rose Tentone	Aug. 9, 1936
Joseph Rayrer	Aug. 9, 1936
Ralfe Gerard	(Aug. 9, 1936
Phil Spitalny's Orch	Aug. 16, 1936
Walter O'Keefe	Aug. 16, 1936
Corinna Mura	Aug. 16, 1936
Hildegarde	Aug. 23, 1936
John B. Kennedy	Aug. 23, 1936
Frank Black	Aug. 23, 1936
Shep Field's Orch	Aug. 23, 1936
Floyd Gibbons	Aug. 23, 1936
Mischa Levitzki	Aug. 23, 1936
John B. Kennedy	Aug. 30, 1936

GUEST ARTISTS—Continued

RCA Guests (Cont'd)

Helen Traubel.....Aug. 30, 1936
Frank Black.....Aug. 30, 1936
Floyd Gibbons.....Aug. 30, 1936
Albert Spalding.....Aug. 30, 1936
Charles O'Connell.....Sept. 6, 1936
D'Oyly Carte Opera Co.....Sept. 6, 1936
Morton Downey.....Sept. 13, 1936
Henry Fonda.....Sept. 13, 1936
June Walker.....Sept. 13, 1936
The Cadets.....Sept. 13, 1936
John B. Kennedy.....Sept. 13, 1936
Frank Black.....Sept. 13, 1936
Doc Rockwell.....Sept. 20, 1936
Three Pickens Sisters.....Sept. 20, 1936
Original Dixieland Band.....Sept. 20, 1936
John B. Kennedy.....Sept. 20, 1936
Frank Black.....Sept. 20, 1936
Kirsten Flagstad.....Sept. 20, 1936
Paul Robeson.....Sept. 27, 1936
Casper Reardon.....Sept. 27, 1936
Jane Froman.....Sept. 27, 1936
Robert Wildhack.....Sept. 27, 1936
John B. Kennedy.....Sept. 27, 1936
Erna Sack.....Oct. 11, 1936
Eddy Duchin's Orch.....Oct. 11, 1936
Jack Knight.....Oct. 11, 1936
Lew Gensler.....Oct. 11, 1936
John McCormack.....Oct. 11, 1936
Eduardo Donato's Orch.....Oct. 11, 1936
Frank Black.....Oct. 11, 1936
Jean Sablon.....Oct. 18, 1936
John B. Kennedy.....Oct. 18, 1936
Dr. Clyde Fisher.....Oct. 18, 1936
Norman Cordon.....Oct. 18, 1936
Ernest Hutcheson.....Oct. 18, 1936
Jeanne Dante.....Oct. 18, 1936
Alexander Kirkland.....Oct. 18, 1936
Robert Benchley.....Oct. 25, 1936
Robert Halliday.....Oct. 25, 1936
William Gaxton.....Oct. 25, 1936
Kitty Carlisle.....Oct. 25, 1936
Saul Goodman.....Oct. 25, 1936
John B. Kennedy.....Oct. 25, 1936
Herbert Ernst Orch.....Oct. 25, 1936
Frank Black.....Oct. 25, 1936
Frank Parker.....Nov. 1, 1936
Duncan Sisters.....Nov. 1, 1936
Lennie Hayton's Orch.....Nov. 1, 1936
John B. Kennedy.....Nov. 1, 1936
Dusolina Giannini.....Nov. 1, 1936
Frank Black.....Nov. 1, 1936
Tom Powers.....Nov. 8, 1936
Leonard Joy's Orch.....Nov. 8, 1936
Frank Black.....Nov. 8, 1936
Kirsten Flagstad.....Nov. 8, 1936
Friedrich Schorr.....Nov. 8, 1936
John B. Kennedy.....Nov. 15, 1936
Revellers Quartet.....Nov. 15, 1936
Helen Traubel.....Nov. 15, 1936
Alexander Korda.....Nov. 15, 1936
Charles Laughton.....Nov. 15, 1936
Walter O'Keefe.....Nov. 22, 1936
Carl Brisson.....Nov. 22, 1936
Ruby Mercer.....Nov. 22, 1936
Tommy Dorsey's Orch.....Nov. 22, 1936
Frank Black.....Nov. 22, 1936
Efrem Zimbalist.....Nov. 22, 1936
Paul Whiteman.....Nov. 29, 1936
Ramona.....Nov. 29, 1936
Bob Lawrence.....Nov. 29, 1936
King's Men.....Nov. 29, 1936
Stoopnagle & Budd.....Nov. 29, 1936
John B. Kennedy.....Nov. 29, 1936
Marian Anderson.....Nov. 29, 1936
Ruggiero Ricci.....Dec. 6, 1936
Pauline Gilbert.....Dec. 6, 1936
Hanna Kline.....Dec. 6, 1936
Morton Downey.....Dec. 6, 1936
Sheila Barrett.....Dec. 6, 1936
Frank Black.....Dec. 6, 1936
Oswald Fresedo's Orch.....Dec. 6, 1936
Yale University Glee Club.....Dec. 13, 1936
Jane Froman.....Dec. 13, 1936
Emil Coleman's Orch.....Dec. 13, 1936
Percy Grainger.....Dec. 13, 1936
Jack Kirkland.....Dec. 13, 1936
James Barton.....Dec. 13, 1936
Robert Benchley.....Dec. 20, 1936
Bill Robinson.....Dec. 20, 1936
Gertrude Wettergren.....Dec. 20, 1936
Edward Johnson.....Dec. 20, 1936
Marcia Davenport.....Dec. 20, 1936
Bobby Breen.....Dec. 20, 1936
Frank Black.....Dec. 20, 1936
Moscow Cathedral Choir.....Dec. 27, 1936
Richard Himber's Orch.....Dec. 27, 1936
John McCormack.....Dec. 27, 1936
Oliver Wakefield.....Dec. 27, 1936
Kirsten Flagstad.....Dec. 27, 1936
Frank Black.....Dec. 27, 1936
Ezio Pinza.....Jan. 3, 1937
Max Reinhardt.....Jan. 3, 1937
Ania Dorfman.....Jan. 3, 1937
Doc Rockwell.....Jan. 3, 1937
Fats Waller's Orch.....Jan. 3, 1937
Lotte Lehman.....Jan. 10, 1937
Budapest University Chorus.....Jan. 10, 1937
Tallulah Bankhead.....Jan. 10, 1937
Buck & Bubbles.....Jan. 10, 1937
Carl Kress.....Jan. 10, 1937
Dick McDonough.....Jan. 10, 1937
Charles O'Connell.....Jan. 17, 1937
George Copeland.....Jan. 17, 1937
John B. Kennedy.....Jan. 17, 1937
Rene Maison.....Jan. 17, 1937
Lucille Manners.....Jan. 24, 1937
Ray Noble's Orch.....Jan. 24, 1937
Andrea Segovia.....Jan. 24, 1937
Lauritz Melchior.....Jan. 24, 1937
Reginald Gardiner.....Jan. 24, 1937
Giovanni Martinelli.....Jan. 31, 1937
Rufe Davis.....Jan. 31, 1937
John B. Kennedy.....Jan. 31, 1937
Tommy Dorsey's Orch.....Jan. 31, 1937
Kerstin Thorborg.....Feb. 7, 1937
Gertrude Lawrence.....Feb. 7, 1937
David & Goliath.....Feb. 7, 1937
Dr. Walter Damrosch.....Feb. 7, 1937

Fray & Braggiotti.....Feb. 7, 1937
Raya Garbousova.....Feb. 7, 1937
Gina Cigna.....Feb. 14, 1937
Carlos Salzedo.....Feb. 14, 1937
Dennis King.....Feb. 14, 1937
Helen Gleason.....Feb. 14, 1937
Ernest Truex.....Feb. 14, 1937
John B. Kennedy.....Feb. 14, 1937
Viscount Hidemaro Konoye..Feb. 14, 1937
Albert Spalding.....Feb. 21, 1937
Frederick Jaegel.....Feb. 21, 1937
Eddy Duchin's Orch.....Feb. 21, 1937
John B. Kennedy.....Feb. 21, 1937
George M. Cohan.....Feb. 21, 1937
John B. Kennedy.....Feb. 28, 1937
Jean Sablon.....Feb. 28, 1937
Richard Hunter.....Feb. 28, 1937
Josephine Antoine.....Feb. 28, 1937
Frank Albertson.....Feb. 28, 1937
Mary Mason.....Feb. 28, 1937
Joe Ferrer, Wynn Cahoon..March 7, 1937
Carroll Ashburn.....March 7, 1937
Robert Foulk.....March 7, 1937
Vincent York.....March 7, 1937
Robert Griffith.....March 7, 1937
John McCormack.....March 14, 1937
Robert Irwin.....March 14, 1937
Georges Enesco.....March 14, 1937
Helen Traubel.....March 14, 1937
Dudley Digges.....March 14, 1937
Sara Allgood.....March 14, 1937
Fray & Braggiotti.....March 21, 1937
Bruna Castagna.....March 21, 1937
Everett Mitchell.....March 21, 1937
Andra Segovia.....March 21, 1937
Joseph Schmidt.....March 21, 1937
Eugene Ormandy.....March 28, 1937
Elisabeth Rethberg.....March 28, 1937
Fernand Gravet.....April 4, 1937
Paul Whiteman's Orch.....April 4, 1937
Brigadier General Gerald C. Brant.....April 4, 1937
John B. Kennedy.....April 4, 1937
Ethel Bartlett.....April 4, 1937
Rae Robertson.....April 4, 1937
Rose Bampton.....April 4, 1937
Juan Darienzo.....April 11, 1937
Erna Sack.....April 11, 1937
Dudley Digges.....April 11, 1937
Sara Allgood.....April 11, 1937
Lauritz Melchior.....April 11, 1937
Leopold Stokowski.....April 18, 1937
Jose Iturbi.....April 18, 1937
Eugene Ormandy.....April 18, 1937
Charles O'Connell.....April 18, 1937
Tito Schipa.....April 25, 1937
Maurice Evans.....April 25, 1937
Wynn Murray.....April 25, 1937
Mitzi Green.....April 25, 1937
Ray Heatherton.....April 25, 1937
Buster Hoefer.....April 25, 1937
David Sarnoff.....May 2, 1937
Rosa Ponselle.....May 2, 1937

RADIO GUIDE, INC.
(Lord & Thomas)
(Fri.-10-Blue)

Lanny Ross.....Oct. 1, 1936
Helen Jepson.....Oct. 1, 1936
Frank Fay.....Oct. 1, 1936
Jessica Dragonette.....Oct. 8, 1936
Billy Jones.....Oct. 8, 1936
Ernie Hare.....Oct. 8, 1936
Walter O'Keefe.....Oct. 15, 1936
Lucy Monroe.....Oct. 15, 1936
Frank Parker.....Oct. 22, 1936
Errol Flynn.....Oct. 22, 1936
Olivia de Havilland.....Oct. 22, 1936
Ken Murray.....Nov. 6, 1936
"Oswald" (Tony Labriola)...Nov. 6, 1936
Jan Peerce.....Nov. 6, 1936
Marilyn Stewart.....Nov. 6, 1936
Stoopnagle & Budd.....Nov. 13, 1936
Benay Venuta.....Nov. 13, 1936
Marion & Jim Jordan.....Nov. 20, 1836
(Fibber McGee & Molly)
Lennie Hayton.....Nov. 20, 1936
Benay Venuta.....Nov. 20, 1936
Jane Froman.....Nov. 27, 1936
Buddy Clark.....Nov. 27, 1936
Jack Pearl.....Dec. 4, 1936
Cliff (Charlie) Hall.....Dec. 4, 1936
Louise Massey.....Dec. 4, 1936
Westerners.....Dec. 4, 1936
Benay Venuta.....Dec. 4, 1936
Gene Raymond.....Dec. 11, 1936
Ann Sothern.....Dec. 11, 1936
Gene Lockhart.....Dec. 11, 1936
Lucille Manners.....Dec. 18, 1936
Caspar Reardon.....Dec. 18, 1936
Edith Dick.....Dec. 18, 1936
Eddy Duchin.....Dec. 25, 1936
Al Pearce.....Dec. 25, 1936
Edith Dick.....Dec. 25, 1936
Hildegarde.....Jan. 2, 1937
A. L. Alexander.....Jan. 2, 1937
Wendell Hall.....Jan. 2, 1937
William Wirges.....Jan. 2, 1937
Richard Himber's Orch.....Jan. 2, 1937

SEALTEST LABORATORIES, INC.
(N. W. Ayer; J. Walter Thompson)
(Sat.-8-Red)

Raymond Knight.....Dec. 5, 1936
Tom Howard.....Dec. 5, 1936
George Shelton.....Dec. 5, 1936
Tune Twisters.....Dec. 5, 1936
Rudy Vallee.....Dec. 12, 1936
Tom Howard.....Dec. 12, 1936
George Shelton.....Dec. 12, 1936
Major Edward Bowes.....Dec. 19, 1936
Carol Deis.....Dec. 19, 1936
Lanny Ross.....Dec. 26, 1936
Charles Baum.....Dec. 26, 1936
John McCormack.....Jan. 2, 1937
Charles Baum.....Jen. 2, 1937
Kate Smith.....Jan. 9, 1937
Donald Dickson.....Jan. 9, 1937
Roland Young.....Jan. 16, 1937

Sealtest Guests (Cont'd)

Ethel Merman.....Jan. 16, 1937
Vivian Della Chiesa.....Jan. 16, 1937
Efrem Zimbalist.....Jan. 16, 1937
Francis Lederer.....Jan. 23, 1937
Gertrude Lawrence.....Jan. 23, 1937
Ezio Pinza.....Jan. 23, 1937
Yascha Bunchuk.....Jan. 23, 1937
Walter Hampden.....Jan. 30, 1937
Edith Barrett.....Jan. 30, 1937
Mischa Levitzki.....Jan. 30, 1937
Lucia Graeser.....Jan. 30, 1937
Donald Dickson.....Jan. 30, 1937
Stan Shaw.....Feb. 6, 1937
Lauritz Melchior.....Feb. 6, 1937
Reginald Gardiner.....Feb. 6, 1937
James Melton.....Feb. 13, 1937
Helen Howe.....Feb. 13, 1937
Charles Baum.....Feb. 13, 1937
James Melton.....Feb. 20, 1937
Sheila Barrett.....Feb. 20, 1937
Zasu Pitts.....Feb. 27, 1937
Mitzi Green.....March 6, 1937
Polly Moran.....March 13, 1937
Stuart Erwin.....March 20, 1937
June Collyer.....March 20, 1937
Mary Boland.....March 27, 1937
Cornelia Otis Skinner.....April 3, 1937
Ethel Merman.....April 10, 1937
Nancy McCord.....April 17, 1937
Shirley Booth.....April 17, 1937
Jane Pickens.....April 24, 1937
Joe Di Maggio.....April 24, 1937

SHELL PETROLEUM

(J. Walter Thompson)

(Sat.-9:30-Red)

Ginger Rogers.....June 6, 1936
Edward Everett Horton.....June 6, 1936
Lionel Barrymore.....June 6, 1936
Melvin Koontz.....June 6, 1936
Mme. Olga Zeleste.....June 6, 1936
Edward Everett Horton.....June 13, 1936
Walter Winchell.....June 13, 1936
Alice Faye.....June 13, 1936
George Jessel.....June 13, 1936
Welker Cochrane.....June 13, 1936
Edward Everett Horton.....June 20, 1936
Francis Fay.....June 20, 1936
Helen Broderick.....June 20, 1936
Strangler Lewis.....June 20, 1936
Sally Rand.....June 20, 1936
Bette Davis.....June 20, 1936
Joan Crawford.....July 4, 1936
Franchot Tone.....July 4, 1936
Edward Everett Horton.....July 4, 1936
Charles Paddock.....July 4, 1936
Dixie Lee.....July 4, 1936
Cherry Mae.....July 11, 1936
Eric Blore.....July 11, 1936
Bert Lahr.....July 11, 1936
Jean Hersholt.....July 11, 1936
Dorothy Page.....July 11, 1936
Joe Cook.....July 18, 1936
Merle Oberon.....July 18, 1936
Ellsworth Vines.....July 18, 1936
Eddie Peabody.....July 25, 1936
Patsy Kelly.....July 25, 1936
Snowy Baker.....July 25, 1936
Joan Blondell.....Aug. 1, 1936
Paul Harvey.....Aug. 1, 1936
Ella Logan.....Aug. 1, 1936
Bert Lahr.....Aug. 1, 1936
Bailey Arizmendi.....Aug. 1, 1936
Joe Cook.....Aug. 8, 1936
Judy Garland.....Aug. 8, 1936
Larry Crabbe.....Aug. 8, 1936
Margaret Sullavan.....Aug. 8, 1936
Stuart Erwin.....Aug. 15, 1936
Joe Marty.....Aug. 15, 1936
Lewis Stone.....Aug. 15, 1936
Grace Saxon.....Aug. 15, 1936
Tallulah Bankhead.....Aug. 22, 1936
Joe Cook.....Aug. 22, 1936
Paul Chatteau.....Aug. 22, 1936
Frances Fay.....Aug. 22, 1936
Olsen & Johnson.....Aug. 29, 1936
Virginia Bruce.....Aug. 29, 1936
Dolores Costello Barrymore.....Aug. 29, 1936
Ralph Brandini.....Aug. 29, 1936
Lillian Roth.....Sept. 5, 1936
Bert White.....Sept. 5, 1936
Jerry Lester.....Sept. 5, 1936
Constance Bennett.....Sept. 5, 1936
Martha Raye.....Sept. 12, 1936
Patsy Kelly.....Sept. 12, 1936
Cary Grant.....Sept. 12, 1936
Sambo.....Sept. 12, 1936
Joan Bennett.....Sept. 19, 1836
Lois January.....Sept. 19, 1936
Olsen & Johnson.....Sept. 19, 1936
Ann Sothern.....Sept. 26, 1936
Roger Pryor.....Sept. 26, 1936
Donald Budge.....Sept. 26, 1936
Olsen & Johnson.....Sept. 26, 1936
Bob & Irish Meusel.....Oct. 3, 1936
Gertrude Niesen.....Oct. 10, 1936
Stuart Erwin.....Sept. 10, 1936
Bob Meyer.....Oct. 10, 1936
Smith Ballew.....Cct. 17, 1936
Helen Broderick.....Oct. 17, 1936
Helen Mayer.....Oct. 17, 1936
Peggy Gardiner.....Oct. 17, 1936
Jack Stanton.....Oct. 17, 1936
Amos Alonzo Stagg.....Oct. 24, 1936
Gordon McGregor.....Oct. 24, 1936
Marjorie Gestring.....Nov. 7, 1936
Fred Dalson.....Nov. 7, 1936
Captain Barrett.....Nov. 14, 1936
Putt Mossman.....Nov. 14, 1936
Scotty, elephant trainer.....Nov. 21, 1936
Marian Washington.....Nov. 21, 1936
Florence Gill.....Nov. 28. 1936
Frank Morgan.....Dec. 5, 1936
Bunny Dryden.....Dec. 5, 1936
Bertha Mattock.....Dec. 12, 1936
Jack Heitman.....Dec. 19, 1936
Fred Perry.....Dec. 19, 1936
Fred Perry.....Dec. 26, 1936
Admiral Richard P. Hobson.....Jan. 2, 1937

GUEST ARTISTS—Continued

Dan Miller.....Jan. 2, 1937
Harry Stuhldreher.....Jan. 2, 1937
Jim Crowley.....Jan. 2, 1937
Bill Robinson.....Jan. 2, 1937
Vass Kids.....Jan. 2, 1937
The Parker Family.....Jan. 2, 1937
The Ross Family.....Jan. 2, 1937
Ernie Watson.....Jan. 2, 1937
Ozzie Nelson.....Jan. 2, 1937
Rubinoff .....Jan. 2, 1937
B. A. Rolfe.....Jan. 2, 1937
Ferde Grofe.....Jan. 2, 1937
Harry Sosnik.....Jan. 2, 1937
Guy Lombardo.....Jan. 2, 1937
Eddie Duchin.....Jan. 2, 1937
Ray Noble.....Jan. 2, 1937
John McCormack.....Jan. 9, 1937
Johnny Weismuller.....Jan. 9, 1937
Edgar Rice Burroughs.....Jan. 9, 1937
Fats Waller.....Jan. 9, 1937
William Morgan.....Jan. 9, 1937
Babe Ruth.....Jan. 9, 1937
7 Loria Children.....Jan. 9, 1937
Jean Luissier.....Jan. 9, 1937
Mexican Marimba Band.....Jan. 9, 1937
Larry Adler.....Jan. 16, 1937
Cornelia Otis Skinner.....Jan. 16, 1937
Sonje Henie.....Jan. 16, 1937
May Questel.....Jan. 16, 1937
Ella Fitzgerald.....Jan. 16, 1937
Giovanni Martinelli.....Jan. 16, 1937
Billy Jones.....Jan. 23, 1937
Ernie Hare.....Jan. 23, 1937
Toto .....Jan. 23, 1937
Rube Goldberg.....Jan. 23, 1937
Art Jarrett.....Jan. 23, 1937
Eleanor Holm.....Jan. 23, 1937
Giovanni Benedetto.....Jan. 23, 1937
Dexter Fellows.....Jan. 23, 1937
Harry Foster Welch.....Jan. 23, 1937
Memphis Five.....Jan. 23, 1937
John Tio, parrot and his trainer, Arbella.....Jan. 30, 1937
Ernie Watson.....Jan. 30, 1937
Nick Lucas.....Jan. 30, 1937
Clyde Beatty.....Jan. 30, 1937
Mrs. James Roosevelt.....Jan. 30, 1937
Three Marshalls.....Jan. 30, 1937
Evalyn Tyner.....Jan. 30, 1937
Dr. Aughinbaugh.....Jan. 30, 1937
Harry Brewer.....Feb. 6, 1937
George O'Brien.....Feb. 6, 1937
Hildergarde Halliday.....Feb. 6, 1937
Ezio Pinza.....Feb. 6, 1937
Bob Pastor.....Feb. 6, 1937
Mitzi Green.....Feb. 6, 1937
Claude Thornhill.....Jan. 6, 1937
Cavaliers Quartet.....Feb. 6, 1937
Jean Hersholt.....Feb. 13, 1937
Efrem Zimbalist.....Feb. 13, 1937
Frank Rickless.....Feb. 13, 1937
Roy Atwell.....Feb. 13, 1937
Walter Tetley.....Feb. 13, 1937
Cavaliers Quartet.....Feb. 13, 1937
Sleepy Hall.....Feb. 20, 1937
East & Dumke.....Feb. 20, 1937
Benny Leonard.....Feb. 20, 1937
Susanne Fisher.....Feb. 20, 1937
Stepin Fetchit.....Feb. 20, 1937
Cabin Kids.....Feb. 20, 1937
A. L. Alexander.....Feb. 20, 1937
Sam Lewis.....Feb. 27, 1937
Frank Buck.....Feb. 27, 1937
Bozo, Wonder Dog.....Feb. 27, 1937
Capt. E. C. Lower.....Feb. 27, 1937
Rose Bampton.....Feb. 27, 1937
A. L. Alexander.....Feb. 27, 1937
Father Hubbard, Artic Priest.Feb. 27, 1937
Eva La Gallienne.....Feb. 27, 1937
Suzanne Fisher.....March 6, 1937
Capt. Eddie Rickenbacher..March 6, 1937
George Raft.....March 6, 1937
Woodall & Pall.....March 6, 1937
Nat Holman.....March 6, 1937
Capt. C. W. R. Knight.....March 13, 1937
Earl M. "Lucky" Teter....March 13, 1937
Capt. Charles B. Driscoll...March 13, 1937
Arpad Babos.....March 13, 1937
William Lynn.....March 13, 1937
Lotte Lehman.....March 13, 1937
Alice McMahon.....March 13, 1937
Major James H. Doolittle..March 20, 1937
Fibber McGee & Molly.....March 20, 1937
(Marion & Jim Jordon)
Vienna Boys Choir.....March 20, 1937
Albert Payson Terhune....March 20, 1937
Capt. William Campbell....March 20, 1937
Effros, Fields & Hall.....March 20, 1937
Lester Grady.....March 20, 1937
Russian Balalaika Orch....March 20, 1937
Dale Carnegie.....March 27, 1937
Notre Dame Glee Club....March 27, 1937
Toscha Seidel.....March 27, 1937
Stuart Erwin.....March 27, 1937
Alex Templeton.....March 27, 1937
Eddie Dowling.....March 27, 1937
Rae Dooley.....March 27, 1937
Red McKenzie.....April 3, 1937
Captain Bob Bartlett.....April 3, 1937
Arthur Carron.....April 3, 1937
Carl Kress.....April 3, 1937
Charles Paul.....April 3, 1937
Lillian Gish.....April 3, 1937
Andy Iona.....April 3, 1937
Angus Fraser.....April 10, 1937
Betty & Bobby Mauch.....April 10, 1937
Grete Stueckgold.....April 10, 1937
Grantland Rice.....April 10, 1937
Capt. John H. Ayres.....April 19, 1937
Los Rancheros.....April 10, 1937
Orson Welles.....April 10, 1937
Albert Spaulding.....April 17, 1937
Mexican Marimba Band.....April 17, 1937
Bob Feller.....April 17, 1937
Carl Hubbell.....April 17, 1937
Russian Peasant Choir.....April 17, 1937
Blanche Yurka.....April 17, 1937
Dr. Albert Edward Wiggam..April 24, 1937

Shell Guests (Cont'd)

Gene Sarazen	April 24, 1937
Juanita Hall Choir	April 24, 1937
Toya Sasabe	April 24, 1937
Juano Hernandez	April 24, 1937

SONOTONE CORP.
(Topping & Lloyd)
(Tues.-4 p.m.-Red)

Angelo Sasso	Dec. 1, 1936
Willard Young	Dec. 1, 1936
Edward Harris	Dec. 21, 1936
Dean Babbitt	Dec. 28, 1936

STANDARD BRANDS
(CHASE & SANBORN)
(J. Walter Thompson)
(Sun.-8-Red)

Lee Tracy	Jan. 24, 1937
Bette Davis	Jan. 31, 1937
Jesse Lasky	Feb. 7, 1937
Jean Hersholt	Feb. 7, 1937
Pat O'Brien	Feb. 21, 1937
Maxwell Arno	Feb. 21, 1937
Basil Rathbone	Feb. 28, 1937
Walter Brennan	March 6, 1937
William Gargan	March 21, 1937
Doris Weston	March 21, 1937
Binnie Barnes	March 28, 1937

STANDARD BRANDS
(FLEISCHMANN; ROYAL GELATIN)
(J. Walter Thompson)
(Thurs.-8-Red)

Robert Taylor	June 4, 1936
Milton Berle	June 4, 1936
Fats Waller	June 4, 1936
Frank Fay	June 4, 1936
Claudia Morgan	June 4, 1936
Henry Hull	June 11, 1936
Milton Berle	June 11, 1936
Muriel Dickson	June 11, 1936
Paul Garrits	June 11, 1936
Larry Adler	June 11, 1936
Cornelia Otis Skinner	June 18, 1936
Vincent Price	June 18, 1936
Bill Corum	June 18, 1936
Midge Williams	June 18, 1936
Joe Cook	June 18, 1936
Cross & Dunn	June 25, 1936
Harry Iraine	June 25, 1936
Midge Williams	June 25, 1936
Jefferson Machamer	June 25, 1936
Bert Lahr	June 25, 1936
Lupe Velez	July 2, 1936
David Guion	July 2, 1936
Cavalcade Chorus	July 2, 1936
Robert L. Ripley	July 2, 1936
June Knight	July 9, 1936
Josephine Hutchinson	July 9, 1936
Doc Rockwell	July 9, 1936
Mildred Miligan's Harpists	July 9, 1936
Harold Bauer	July 16, 1936
Gregory Ratoff	July 16, 1936
Rex Ingram	July 16, 1936
Eddie Green	July 16, 1936
Al Altman	July 16, 1936
Tom Howard	July 16, 1936
George Shelton	July 16, 1936
Eddie Dowling	July 23, 1936
Ray Dooley	July 23, 1936
Tom Howard	July 23, 1936
George Shelton	July 23, 1936
Eddie Green	July 23, 1936
Octavus Roy Cohen	July 23, 1936
Helen Jepson	July 23, 1936
Conway P. Coe, Comm. of Patents	July 23, 1936
Jimmy Savo	July 30, 1936
Bergman & Gordon	July 30, 1936
Hildegarde	July 30, 1936
Pat Terry	July 30, 1936
Bull Patrick Abbott	July 30, 1936
Luise Rainer	Aug. 6, 1936
Ricardo Cortez	Aug. 6, 1936
Mrs. William Underwood	Aug. 6, 1936
Helen Brown	Aug. 6, 1936
Neila Goodelle	Aug. 6, 1936
Charles Butterworth	Aug. 13, 1936
Ilka Chase	Aug. 13, 1936
Frank Gaby	Aug. 13, 1936
Charles Cook Singer	Aug. 13, 1936
Francis McCauley	Aug. 13, 1936
Josephine Huston	Aug. 13, 1936
Mrs. Jess Owens	Aug. 13, 1936
Fannie Brice	Aug. 20, 1936
Teddy Bergman	Aug. 20, 1936
Bert Gordon	Aug. 20, 1936
Fred Perry	Aug. 20, 1936
Helen Vinsch	Aug. 20, 1936
Charles Butterworth	Aug. 20, 1936
Billie Hayward	Aug. 20, 1936
Cliff Allen	Aug. 20, 1936
Eddie Green	Aug. 27, 1936
Sylvia Cecil	Aug. 27, 1936
Mary Boland	Aug. 27, 1936
Mitzi Green	Aug. 27, 1936
Doc Rockwell	Aug. 27, 1936
Boris Karloff	Sept. 3, 1936
Doc Rockwell	Sept. 3, 1936
Eddie Green	Sept. 3, 1936
Amanda Randolph	Sept. 3, 1936
Tom Howard	Sept. 3, 1936
George Shelton	Sept. 3, 1936
Arlene Jackson	Sept. 3, 1936
George Jessel	Sept. 10, 1936
John Boles	Sept. 10, 1936
Charles Alphonse Vallee	Sept. 10, 1936
Sheila Barrett	Sept. 17, 1936
Beatrice Lillie	Sept. 17, 1936
Leslie Howard	Sept. 17, 1936
Robert Wildhack	Sept. 17, 1936
Carl Hubbell	Sept. 17, 1936
Tallulah Bankhead	Sept. 24, 1936
Walter O'Keefe	Sept. 24, 1936
Bill Robinson	Sept. 24, 1936
Andy Kerr	Sept. 24, 1936
Swing Kids	Sept. 24, 1936
Charles Ruggles	Oct. 1, 1936
Peggy Fears	Oct. 1, 1936
Joe Williams	Oct. 1, 1936
Tom Howard	Oct. 1, 1936
George Shelton	Oct. 1, 1936

GUEST ARTISTS—Continued

Mary and Helen, New Swing Kids ..... Oct. 1, 1936
Fray & Braggiotti ..... Oct. 1, 1936
Louis J. Brann, Gov. of Me.. Oct. 1, 1936
Joan Blondell ..... Oct. 8, 1936
Bert Wheeler ..... Oct. 8, 1936
Mark Hellinger ..... Oct. 8, 1936
P. G. Wodehouse ..... Oct. 8, 1936
William Frawley ..... Oct. 8, 1936
F. Z. Whitehead ..... Oct. 8, 1936
Maurice Evans ..... Oct. 15, 1936
Doc Rockwell ..... Oct. 15, 1936
Margaret Horan ..... Oct. 15, 1936
Yogi Yosgenson ..... Oct. 15, 1936
Fred Alvord ..... Oct. 15, 1936
Gypsy Rose Lee ..... Oct. 22, 1936
Erin O'Brien Moore ..... Oct. 22, 1936
Rosa Linda ..... Oct. 22, 1936
Sheila Barrett ..... Oct. 22, 1936
Rosalind Russell ..... Oct. 29, 1936
Walter Abel ..... Oct. 29, 1936
Ilka Chase ..... Oct. 29, 1936
Major V. A. M. Kemp ..... Oct. 29, 1936
Peter Lorre ..... Nov. 5, 1936
Olivia de Haviland ..... Nov. 5, 1936
Cab Calloway ..... Nov. 5, 1936
Sheila Barrett ..... Nov. 5, 1936
Eddie Conrad ..... Nov. 5, 1936
Tom Howard ..... Nov. 5, 1936
George Shelton ..... Nov. 5, 1936
Milli Monti ..... Nov. 12, 1936
Charles Withers ..... Nov. 12, 1936
Tom Howard ..... Nov. 12, 1936
George Shelton ..... Nov. 12, 1936
Dr. Victor Wolfgang Von Hagen ..... Nov. 12, 1936
Henry Hull ..... Nov. 12, 1936
John McCormack ..... Nov. 19, 1936
Eliseo Grenet Club Yumuri Rumba Band ..... Nov. 19, 1936
Band ..... Nov. 19, 1936
Adelaide Kleim ..... Nov. 19, 1936
Billy Halop ..... Nov. 19, 1936
Joe Peano ..... Nov. 19, 1936
Lawrence Kelley ..... Nov. 26, 1936
Francis Lederer ..... Nov. 26, 1936
Helen Chandler ..... Nov. 26, 1936
Frances Faye ..... Nov. 26, 1936
Elizabeth Day ..... Nov. 26, 1936
Tom Howard ..... Nov. 26, 1936
George Shelton ..... Nov. 26, 1936
Noel Coward ..... Dec. 3, 1936
Gertrude Lawrence ..... Dec. 3, 1936
Ed. Wynnn ..... Dec. 3, 1936
Eddie Peabody ..... Dec. 3, 1936
The Don Cossacks ..... Dec. 3, 1936
John Gunther ..... Dec. 3, 1936
Capt. John H. Ayres ..... Dec. 10, 1936
Don Taimenes ..... Dec. 10, 1936
Popikoff ..... Dec. 10, 1936
Spencer Tracy ..... Dec. 10, 1936
Doris Hare ..... Dec. 10, 1936
Joe Cook ..... Dec. 10, 1936
John Gurney ..... Dec. 17, 1936
Edgar Bergen ..... Dec. 17, 1936
Cornelia Otis Skinner ..... Dec. 17, 1936
Elsa Maxwell ..... Dec. 17, 1936
Douglas Montgomery ..... Dec. 17, 1936
Shirley Booth ..... Dec. 17, 1936
Bob Hope ..... Dec. 24, 1936
Honeychile ..... Dec. 24, 1936
Senora Natalia de Suarez .... Dec. 24, 1936
Len Hammond ..... Dec. 24, 1936
Edgar Bergen ..... Dec. 24, 1936
Beatrice Lillie ..... Dec. 31, 1936
Edgar Bergen ..... Dec. 31, 1936
Wynn, the Astrologer ..... Dec. 31, 1936
Edith Lorand ..... Dec. 31, 1936
Joe Downing ..... Dec. 31, 1936
Edgar Bergen ..... Jan. 7, 1937
Ellsworth Vines ..... Jan. 7, 1937
Fred Perry ..... Jan. 7, 1937
Bert Lahr ..... Jan. 7, 1937
Margalo Gillmore ..... Jan. 7, 1937
Jessie Busby ..... Jan. 7, 1937
Charita Bauer ..... Jan. 7, 1937
Paul Whiteman ..... Jan. 7, 1937
Edgar Bergen ..... Jan. 14, 1937
Pat O'Brien ..... Jan. 14, 1937
Sylvia Field ..... Jan. 14, 1937
Sheila Barrett ..... Jan. 14, 1937
Baron Suriani ..... Jan. 14, 1937
Walter O'Keefe ..... Jan. 14, 1937
Edgar Bergen ..... Jan. 21, 1937
Roland Young ..... Jan. 21, 1937
Frances Fuller ..... Jan. 21, 1937
The Charioteers ..... Jan. 21, 1937
Sidney Franklin ..... Jan. 21, 1937
Walter C. Kelly ..... Jan. 21, 1937
Swing Kids ..... Jan. 21, 1937
Gentlemen Songsters ..... Jan. 21, 1937
Brian Aherne ..... Jan. 28, 1937
Patricia Calvert ..... Jan. 28, 1937
Percy Grainger ..... Jan. 28, 1937
Robert Edmond Jones ..... Jan. 28, 1937
Eddie Green ..... Jan. 28, 1937
Edith Barrett ..... Jan. 28, 1937
The Men of Gotham ..... Jan. 28, 1937
Fred Ordath ..... Feb. 4, 1937
Isabelle Jewell ..... Feb. 4, 1937
Paul Lukas ..... Feb. 4, 1937
Bernie Bierman ..... Feb. 4, 1937
Edgar Bergen ..... Feb. 4, 1937
Selinsky String Quartet ..... Feb. 11, 1937
A. L. Alexander ..... Feb. 11, 1937
Walter O'Keefe ..... Feb. 11, 1937
Burgess Meredith ..... Feb. 11, 1937
Phyllis Welch ..... Feb. 11, 1937
Thomas Ross ..... Feb. 11, 1937
Harold Moffat ..... Feb. 11, 1937
Edgar Bergen ..... Feb. 11, 1937
Vitya Vronsky ..... Feb. 18, 1937
Victor Babin ..... Feb. 18, 1937
Frank Gaby ..... Feb. 18, 1937
Jean Arthur ..... Feb. 18, 1937
Donald Cameron ..... Feb. 18, 1937
Edith Spencer ..... Feb. 18, 1937
Sarah Allgood ..... Feb. 18, 1937
Edgar Bergen ..... Feb. 18, 1937
Jean Sablon ..... Feb. 25, 1937

Standard Brands Guests (Cont'd)

Jean Hersholt.....Feb. 25, 1937
Betty Philson.....Feb. 25, 1937
Roy Fant.....Feb. 25, 1937
Tom Gunn.....Feb. 25, 1937
Hilaire Belloc.....Feb. 25, 1937
Edgar Bergen.....Feb. 25, 1937
Edgar Bergen.....March 4, 1937
Judith Anderson.....March 4, 1937
Walter Abel.....March 4, 1937
Patrolman Gerald Hendricks
March 4, 1937
Milton Douglas.....March 4, 1937
Mary Jane Walsh.....March 4, 1937
Mary Boland.....March 11, 1937
Edgar Bergen.....March 11, 1937
Milton Douglas.....March 11, 1937
Priscilla .....March 11, 1937
Hamilton College Choir....March 11, 1937
Marjorie Hillis.....March 11, 1937
Walter O'Keefe.....March 18, 1937
Edgar Bergen.....March 18, 1937
Henry Fonda.....March 18, 1937
Sylvia Field.....March 18, 1937
Albert Sullivan.....March 18, 1937
Tyrone Power.....March 25, 1937
Muriel Kirkland.....March 25, 1937
Bob Hope.....March 25, 1937
Edgar Bergen.....March 25, 1937
Tony Sarg.....March 25, 1937
Florence Desmond.....March 25, 1937
Ryan & Lee.....April 1, 1937
Katharine Locke.....April 1, 1937
Jules Garfield.....April 1, 1937
Ann Seymour.....April 1, 1937
Marc Connelly.....April 1, 1937
Edgar Bergen.....April 1, 1937
Henry Hull.....April 8, 1937
Frank Capra.....April 8, 1937
Eddie Green.....April 8, 1937
Edgar Bergen.....April 8, 1937
Joan Edwards.....April 15, 1937
Lou Holtz.....April 15, 1937
Max Eastman.....April 15, 1937
Richard Bennett.....April 15, 1937
Eric Rolf.....April 22, 1937
Mrs. Ruth Brugh.....April 22, 1937
Wynn Murray.....April 22, 1937
Sir Cedric & Lady Helena
Hardwicke .....April 22, 1937
Claude Rains.....April 29, 1937
Sybil Jason.....April 29, 1937
Johnny Burke.....April 29, 1937
Russ Brown.....April 29, 1937

STANDARD BRANDS
(ROYAL GELATIN)
(J. Walter Thompson)
(Fri.-8:30 p.m.-Blue)

Irene Bordoni.....June 12, 1936
Bob Ripley..... .....June 12, 1936
Jane Cowl.....June 19, 1936
Deems Taylor.....June 26, 1936
Joe Louis.....July 3, 1936
Frank Buck.....July 10, 1936
Helen Vinson.....July 17, 1936
Irene Castle McLaughlin.....July 24, 1936
Arlene Jackson.....July 24, 1936
Joe Gould.....July 31, 1936
The Penny Kids.....July 31, 1936
James Braddock.....Aug. 7, 1936
Joe Gould.....Aug. 7, 1936
Carl Kressand.....Aug. 7, 1936
Dick McDonough.....Aug. 7, 1936
Hildegarde .....Aug. 14, 1936
Eddie Rickenbacher.....Aug. 21, 1936

STUDEBAKER
(Roche, Williams & Cunnyngham)
(Mon.-10-Blue)

Pick & Pat.....Sept. 14, 1936
Harry Richman.....Sept. 28, 1936
Dick Merrill.....Sept. 28, 1936
Frank Parker.....Oct. 5, 1936
Lanny Ross.....Oct. 12, 1936
Tom Howard.....Oct. 19, 1936
George Shelton.....Oct. 19, 1936
James Melton.....Nov. 2, 1936
Frank Parker.....Nov. 9, 1936
Jane Froman.....Nov. 16, 1936
Kate Smith.....Nov. 23, 1936
Alec Templeton.....Nov. 30, 1936
Midge Williams.....Nov. 30, 1936
Harry Richman.....Dec. 7, 1936
Morton Downey.....Dec. 14, 1936
Ruth Etting.....Dec. 21, 1936
Alec Templeton.....Dec. 28, 1936
Pat O'Malley.....Dec. 28, 1936
Caspar Reardon.....Jan. 4, 1937
Alec Templeton.....Jan. 4, 1937
Rafael .....Jan. 11, 1937
Alec Templeton.....Jan. 11, 1937
Adrian Rollini.....Jan. 18, 1937
Sherry McKay.....Jan. 18, 1937
Three Notes.....Jan. 18, 1937
Alec Templeton.....Jan. 18, 1937
Bob Hope.....April 12, 1937
Honeychile .....April 12, 1937
The Notre Dame Glee Club
April 19, 1937
Rev. John F. O'Hara, Pres.
U. of Notre Dame.....April 19, 1937
Elmer Layden.....April 19, 1937
Kate Smith.....April 26, 1937
The Ambassadors.....April 26, 1937
Burns Mantle.....May 3, 1937
Harry Hansen.....May 3, 1937

SUN OIL
(Roche, Williams & Cunnyngham)
(M-F-6:45-Blue)

A. A. Dysart.....June 3, 1936
(Premier of New Brunswick)
J. Edgar Hoover.....June 30, 1936
Curtis Mitchell.....July 1, 1936
Lew Lehr.....July 8, 1936
Dr. Lin Yutang.....Oct. 6, 1936
Robert Ripley.....Oct. 7, 1936
Captain Edward Musig.....Dec. 4. 1936

Kirsten Flagstad.....Jan. 28, 1937
Dr. John Finley.....Feb. 11, 1937
Mary Akeley.....March 1, 1937

GENERAL FOODS CORP.
(JELLO)
(Young & Rubicam)
(Sun.-7-Red)

Andy Devine.....Dec. 13, 1936
Andy Devine.....Dec. 20, 1936
Andy Devine.....Jan. 10, 1937
Andy Devine.....Feb. 7, 1937
Ben Bernie.....Feb. 14, 1937
Andy Devine.....Feb. 14, 1937
Stuart Canin.....March 7, 1937
Fred Allen.....March 14, 1937
Mancell Talcott.....March 21, 1937
(Mayor of Waukegan)
Andy Devine.....March 28, 1937
Burns and Allen.....April 11, 1937

DUFF-NORTON MFG. CO.
(Walker & Downing)
(Fri.-7:45-Special NBC)

Alexander Gray.....Feb. 26, 1937
Bernice Claire.....March 12, 1937
Ward Wilson.....March 19, 1937
Carol Deis.....March 26, 1937
Lois Miller.....April 2, 1937
Donald Novis.....April 9, 1937
Lois Miller.....April 16, 1937
Jane Pickens.....April 23, 1937
Alexander Gray.....April 30, 1937

GENERAL FOODS
(MAXWELL HOUSE)
(Benton & Bowles)
(Thur.-9-Red)

Patti Chapin.....June 4, 1936
Jimmy Fidler.....June 4, 1936
E. T. Jarvis.....June 4, 1936
George Rasely.....June 4, 1936
East and Dumke.....June 18, 1936
Tim Ryan.....June 25, 1936
Irene Noblette.....June 25, 1936
Bob Hope.....July 2, 1936
Honeychile.....July 2, 1936
Curtis Mitchell.....July 2, 1936
Jessica Dragonette.....July 9, 1936
Virginia Rea.....July 16, 1936
Jan Peerce.....July 16, 1936
Jessica Dragonette.....July 23, 1936
Ernie Hare.....July 23, 1936
Mario Chamlee.....July 30, 1936
Rose Bampton.....July 30, 1936
Frank de Cuzzi.....July 30, 1936
Patti Chapin.....Aug. 6, 1936
Jack Arthur.....Aug. 6, 1936
Dorothy Mainor.....Aug. 6, 1936
Helen Jepson.....Aug. 13, 1936
George Possell.....Aug. 13, 1936
Ruby Mercer.....Sept. 13, 1936
Louise Massey.....Sept. 13, 1936
Westerners.....Sept. 13, 1936
Ruby Mercer.....Oct. 8, 1936
Stoopnagle & Budd.....Oct. 8, 1936
Evelyn Case.....Oct. 22, 1936
Phil Lord.....Oct. 22, 1936
Winifred Cecil.....Oct. 29, 1936
Captain Ezra Diamond.....Nov. 12, 1936
Lynn Martin.....Nov. 12, 1936
Merry Macs.....Nov. 12, 1936
Clarence Francis.....Dec. 17, 1936
Robert Benchley.....Jan. 7, 1937
Ruby Mercer.....Jan. 14, 1937
Roy Atwell.....Jan. 14, 1937
Gloria Swanson.....Jan. 21, 1937
Monroe Silver.....Jan. 21, 1937
Mario Squires.....Jan. 21, 1937
Mary Small.....Jan. 28, 1937
Trumpet Twins.....Jan. 28, 1937
De Marco Sisters.....Jan. 28, 1937
Loria Brothers.....Jan. 28, 1937
Stewart Canin.....Jan. 28, 1937
Walter Hampden.....Feb. 4, 1937
George Jessel.....Feb. 11, 1937
Ruth Etting.....Feb. 11, 1937
Mitzi Green.....Feb. 18, 1937
Jackie Coogan.....Feb. 18, 1937
East & Dumke.....Feb. 18, 1937
Mary Small.....Feb. 25, 1937
Ruth Chatterton.....Feb. 25, 1937
Ruby Mercer.....March 4, 1937
Judy and the Bunch.....March 4, 1937
Amelia Earhart.....March 4, 1937
George Palmer Putnam.....March 4, 1937
Helen Morgan.....March 11, 1937
Dale Carnegie.....March 11, 1937
Theodore C. Baker.....March 11, 1937
Mary Small.....March 18, 1937
Arnold Eidus.....March 18, 1937
Lillian Gish.....March 18, 1937
Mabel Wilson.....March 25, 1937
Vienna Boys Choir.....March 25, 1937
Ethel Barrymore.....March 25, 1937
Gertrude Lawrence.....April 1, 1937
Thomas L. Thomas.....April 1, 1937
Jane Froman.....April 8, 1937
Ford Frick.....April 8, 1937
Hildegarde.....April 15, 1937
Blevins Davis.....April 15, 1937
Dale Carnegie.....April 22, 1937
Nadine Connor.....April 22, 1937
Mary Small.....April 22, 1937
Heather Halliday.....April 22, 1937
Ed East.....April 22, 1937
Ralph Dumke.....April 22, 1937
Gertrude Lawrence.....April 29, 1937

SHERWIN-WILLIAMS CO.
(Cecil, Warwick & Legler)
(Sun.-3 p.m.-Red)

Emma Beldan.....Oct. 18, 1936
Douglas Stanbury.....Oct. 18, 1936
Denis O'Neil.....Oct. 18, 1936
Carol Deis.....Oct. 25, 1936
Lillian Knowles.....Oct. 25, 1936
Mario Cozzi.....Oct. 25, 1936
Thomas L. Thomas.....Nov. 1, 1936
Gladys Rice.....Nov. 1, 1936

Sherwin-Williams Guests (Cont'd)

Robert Topping.....Nov. 1, 1936
Arthur Carron.....Nov. 1, 1936
Alma Kitchell.....Nov. 8, 1936
Sue Hicks.....Nov. 8, 1936
Vladimir Zorin.....Nov. 8, 1936
Anna Kaskas.....Nov. 8, 1936
Glenn Darwin.....Nov. 15, 1936
Mary Patricia Stewart.....Nov. 15, 1936
Stuart Churchill.....Nov. 15, 1936
Louise Bernhardt.....Nov. 22, 1936
Jean Dickenson.....Nov. 22, 1936
George Britton.....Nov. 22, 1936
Howard Hayes.....Nov. 29, 1936
Anna Steck.....Nov. 29, 1936
Pierre Beaucaire.....Nov. 29, 1936
Lucrezia Bori.....Nov. 29, 1936
Hazel McGinley.....Dec. 6, 1936
Ralph Magelssen.....Dec. 6, 1936
Margaret Daum.....Dec. 6, 1936
Mrs. Herbert Witherspoon...Dec. 6. 1936
Charles John Sullivan.....Dec. 13, 1936
Lucia Graeser.....Dec. 13, 1936
David Thomas.....Dec. 13, 1936
Earle R. Lewis.....Dec. 13, 1936
Paula Heminghaus.....Dec. 20, 1936
Dorothy Hendrie.....Dec. 20, 1936
Phil Duey.....Dec. 20, 1936
Thomas L. Thomas.....Dec. 27, 1936
Margaret Daum.....Dec. 27, 1936
Mario Cozzi.....Dec. 27, 1936
Lucia Graeser.....Jan. 3, 1937
Jean Dickenson.....Jan. 3, 1937
George Britton.....Jan. 3, 1937
Lucille Berthon.....Jan. 10, 1937
Mary Hopple.....Jan. 10, 1937
Percival Dove.....Jan. 10, 1937
Lois Bennett.....Jan. 17, 1937
Conrad Mayo.....Jan. 17, 1937
Grace Panvini.....Jan. 17, 1937
Hilda Burke.....Jan. 24, 1937
Hilda Ohlin.....Jan. 24, 1937
Robert Steel.....Jan. 24, 1937
Benjamin De Loache.....Jan. 24, 1937
Lawrence Tibbett.....Jan. 31, 1937
Genevieve Rowe.....Jan. 31, 1937
Gerard Gelinas.....Jan. 31, 1937
Sylvia Cyde.....Jan. 31, 1937
Rosa Ponselle.....Feb. 7, 1937
Sally Pestcoe.....Feb. 7, 1937
Richard Hale.....Feb. 7, 1937
Helen Dooley.....Feb. 7, 1937
Gladys Swarthout.....Feb. 14, 1937
Arturo Cheltri.....Feb. 14, 1937
Maxine Stellman.....Feb. 14, 1937
Stepan Slepoaushkin .....Feb. 14, 1937
Lily Pons.....Feb. 21, 1937
Floyd Townsley.....Feb. 21, 1937
Louisa D'Angelo.....Feb. 21, 1937
Robert Shanley.....Feb. 21, 1937
Willie Morris.....Feb. 28, 1937
Raoul Nadeau.....Feb. 28, 1936
Evelyn Case.....Feb. 28, 1937
Fred Hufsmith.....March 7, 1937
Annamary Dickey.....March 7, 1937
Robert Allen Geis.....March 7, 1937
Maxine Stellman.....March 14, 1937
Robert Shanley.....March 14, 1937
Evelyn Case.....March 14, 1937
Robert Steel.....March 21, 1937
Sylvia Cyde.....March 21, 1937
Arturo Cheltri.....March 21, 1937
Annamary Dickey.....March 21, 1937
Maxine Stellman.....March 28, 1937
Thomas L. Thomas.....March 28, 1937
George A. Martin.....March 28, 1937
Lee Pattison.....March 28, 1937

PRODUCTION AIDS

SONG CAVALCADE—1907-1937

This list of songs and musical selections was compiled by a survey with those music publishers whose records span 30 years.

In reading the listing, however, the following allowances should be kept in mind:

1. The particular year under which any song is included is not always the year of copyright. The year listed is the year in which the song was most popular. That there may be some disagreement in the music publishing fraternity anent the years under which certain songs should be classified is to be expected. However, much of this disagreement must confine itself within the limits of a twelve-month.

2. While sheet music sales are the general standard on which the list is based, two other consideration have been kept in mind: (a) the song should have some remembrance at the present day; and (b) if a song was indicative of a change in musical style, or heralded a new composer, or in any other way set a new standard professionally for the industry, it was included. "Rhapsody in Blue" is noted both because of the late George Gershwin and Paul Whiteman, to cite an example.

3. The records of the publishing industry are not kept in double-entry ledgers. They are, to a considerable extent, human records, kept in the memories of the publishers, jobbers, etc. While checking has been done for copyright dates, it is still a matter of opinion by individuals as to what constitutes a number worthy of inclusion or omission.

4. Some songs are classified by year only with great difficulty. They have a continued steady sale, or periodically are revived long after the date of copyright.

To those members of the music industry whose help was extended in making this compilation possible, acknowledgment (though it be anonymous) is hereby tendered.

1907

Because I'm Married Now.
Budweiser's a Friend of Mine.
Harrigan.
Honey Boy.
I'm Afraid to Go Home in the Dark.
I'm Tying the Leaves So They Won't Fall Down.
School Days.
Senora.
Stop Your Tickling, Jock.
Take Me Back to New York Town.
Waiting at the Church.

1908

Cuddle Up a Little Closer, Lovey Mine.
Daisies Won't Tell.
Hoo-oo (Ain't You Coming Out Tonight).
Rainbow.
Roses Bring Dreams of You.
Smarty.
Sunbonnet Sue.
Take Me Out to the Ball Game.
Yama Yama Man.
Yip-I-Addy-I-Ay.

1909

Blaze of Glory.
Casey Jones.
Cubanola Glide.
Has Anybody Here Seen Kelly?
I've Got Rings on My Fingers.
I Wish I Had a Girl.
I Wonder Who's Kissing Her Now.
Meet Me Tonight in Dreamland.
My Cousin Caruso.
My Hero (from "Chocolate Soldier").

My Pony Boy.
My Wife's Gone to the Country! Hurrah! Hurrah!
Put on Your Old Grey Bonnet.
Shine on Harvest Moon.
When I Dream in the Gloaming of You.

1910

All That I Ask of You Is Love.
Alma, Where Do You Live?
Any Little Girl That's a Nice Little Girl.
By the Light of the Silvery Moon.
Call Me Up Some Rainy Afternoon.
Come Along My Mandy.
Come Josephine in My Flying Machine.
Don't Wake Me Up, I'm Dreaming.
Down by the Old Mill Stream.
Every Little Movement.
Garden of Roses.
The Glow Worm.
I'm Falling in Love With Someone (Victor Herbert).
In All My Dreams I Dream of You.
Let Me Call You Sweetheart.
Mother Machree.
Play That Barbershop Chord.
Some of These Days.
You Are the Ideal of My Dreams.
What's the Matter With Father?

1911

Alexander's Ragtime Band.
All Alone (Von Tilzer).
Billy (I Always Dream of Bill).
Everybody's Doin' It Now.
Gaby Glide.
I Want a Girl.
In the Shadows.
My Lovin' Honey Man.
Oceana Roll.
Oh, You Beautiful Doll.
That Mysterious Rag.

1912

Be My Little Baby Bumble Bee.
Garland of Old Fashioned Roses.
Giannina Mia (Friml).
Good-bye Rose.
In My Harem.
Isle d'Amour.
Last Night Was the End of the World.
On the Mississippi.
On Moonlight Bay.
Row, Row, Row.
That's How I Need You.
Waiting for the Robert E. Lee.
When I Get You Alone Tonight.
When I Lost You.
When Irish Eyes Are Smiling.
When It's Apple Blossom Time in Normandy.

1913

Curse of an Aching Heart.
Get Out and Get Under.
Good-bye Boys.
I Miss You Most of All.
On the Shores of Italy.
Peg o' My Heart.
There's a Girl in the Heart of Maryland.
Trail of the Lonesome Pine.
You Made Me Love You.

1914

By the Beautiful Sea.
Can't You Hear Me Calling, Caroline.
Chinatown, My Chinatown (copyright 1910).
He's a Devil in His Own Home Town.
I Didn't Raise My Boy to Be a Soldier.
It's a Long, Long Way to Tipperary.
I Wanna Go Back to Michigan, Down on the Farm.
A Little Bit of Heaven.
On the 5:15.
St. Louis Blues.
There's a Little Spark of Love Still Burning.
This Is the Life.
When You Play in the Game of Love.
When You're a Long, Long Way from Home.
When You Wore a Tulip.

1915

Along the Rocky Road to Dublin.
Auf Wiedersehn (Romberg).
Down in Bom-Bombay.
Hello, Frisco.
If We Can't Be the Same Old Sweethearts.
Keep the Home Fires Burning.
Kiss Me Again (Herbert; issued separately for first time and not as part of the score of "Mlle. Modiste").
Memories.
M-O-T-H-E-R (A Word That Means the World to Me).

My Little Dream Girl.
My Mother's Rosary.
Pack Up Your Troubles in Your Old Kit Bag and Smile.
The Little House Upon the Hill.
There's a Long, Long Trail.
When I Leave the World Behind.

1916

Allah's Holiday (Friml).
Baby Shoes.
Down Among the Sheltering Palms.
Good-Bye, Good Luck, God Bless You.
I Ain't Got Nobody.
Ireland Must Be Heaven for My Mother Came from There.
Naughty, Naughty, Naughty.
Poor Butterfly.
Pretty Baby.
Roses of Picardy.
There's a Little Bit of Bad in Every Good Little Girl.
They're Wearing 'Em Higher in Hawaii.
What Do You Want to Make Those Eyes at Me For?
Yaaka-Hula-Hickey-Dula.

1917

Back Home Again in Indiana.
Bells of St. Mary's.
Darktown Strutters' Ball.
For Me and My Gal.
Good-bye Broadway, Hello France.
I'm All Bound 'Round with the Mason-Dixon Line.
Joan of Arc.
Missouri Waltz.
Over There.
Tiger Rag.
Till the Clouds Roll By (Kern).
They Go Wild, Simply Wild Over Me.
Where Do We Go From Here?
Will You Remember? ("Maytime," Romberg).

1918

After You've Gone.
Beautiful Ohio.
Dear Old Pal of Mine.
Everything Is Peaches Down in Georgia.
Hello, Central, Give Me No Man's Land.
Hindustan.
I'm Always Chasing Rainbows.
I'm Sorry I Made You Cry.
Ja-Da.
Just a Baby's Prayer at Twilight.
K-K-K-Katy.
Madelon.
Oh, Frenchy.
Oh How I Hate to Get Up in the Morning.
Oh How I Wish I Could Sleep Until My Daddy Comes Home.
Rose of No Man's Land.
Smiles.
Somebody Stole My Gal.
Sweet Hawaiian Moonlight.
Till We Meet Again.
When You Look in the Heart of a Rose.

1919

Alice Blue Gown.
Dardanella.
How Ya Gonna Keep 'Em Down on the Farm?
I Know What It Means to Be Lonesome.
I'm Forever Blowing Bubbles.
Love Sends a Little Gift of Roses.
Mammy O' Mine.
Mandy.
My Isle of Golden Dreams.
Nobody Knows (And Nobody Seems to Care).
Oh, What a Pal Was Mary.
A Pretty Girl Is Like a Melody.
Royal Garden Blues.
That Naughty Waltz.
Tumble Down Shack in Athlone.
You'd Be Surprised.

1920

Avalon.
Broadway Rose.
Daddy You've Been a Mother to Me.
Feather Your Nest.
I Never Knew (I Could Love Anybody).
Japanese Sandman.
Lena from Palesteena.
Look for the Silver Lining (Kern).
Love Nest.
Margie.
Old Pal, Why Don't You Answer Me?
Rose of Washington Square.
Tell Me Little Gypsy.
The World Is Waiting for the Sunrise.

When My Baby Smiles at Me.
Whispering.
Young Man's Fancy.

1921

Ain't We Got Fun.
All By Myself.
April Showers.
Ma (He's Making Eyes at Me).
Make Believe (Jack Shilkret).
My Mammy.
My Man (Fannie Brice).
Over the Hill.
Peggy O'Neil.
Say It With Music.
Second Hand Rose.
Song of Love ("Blossom Time").
The Sheik.
Three o'Clock in the Morning.
Tuck Me to Sleep in My Old Tucky Home.
Wabash Blues.
Wang-Wang Blues.
Yoo-Hoo.

1922

Ah, Sweet Mystery of Life (revival).
Carolina in the Morning.
Chicago.
China Boy.
Hot Lips.
A Kiss in the Dark.
My Buddy.
On the Gin Gin Ginny Shore.
Parade of the Wooden Soldiers (revival).
Stumbling.
Way Down Yonder in New Orleans.

1923

Bambalina (Youmans).
Barney Google.
Charleston.
I Love You (Little Jesse James).
Ida (Sweet as Apple Cider).
It Ain't Gonna Rain No Mo'.
Just a Girl That Men Forget.
Last Night on the Back Porch.
Linger a While.
Runnin' Wild.
A Smile Will Go a Long, Long Way.
Swingin' Down the Lane.
That Old Gang of Mine.
Wonderful One.
Yes We Have No Bananas.
You Gotta See Mamma Every Night.

1924

All Alone (Berlin).
California, Here I Come.
Everybody Loves My Baby.
I'll See You in My Dreams.
Indian Love Call (Friml).
I Want to Be Happy.
I Wonder What's Become of Sally?
June Night.
Marcheta (revival).
Memory Lane.
Nobody's Sweetheart Now.
Oh, Katharina.
Rhapsody in Blue (Gershwin).
Tea for Two (Youmans).
What'll I Do?
When Day Is Done.
Why Did I Kiss That Girl?

1925

Alabamy Bound.
Away Down South in Heaven.
Because I Love You.
Brown Eyes, Why Are You Blue?
Collegiate.
Dinah.
I Love My Baby.
If You Knew Susie.
I'm Sitting on Top of the World.
Oh! How I Miss You Tonight.
Pal of My Cradle Days.
Prisoner's Song.
Rose Marie (Friml).
Show Me the Way to Go Home.
Sometimes I'm Happy (Youmans).
Who (Kern).
Valencia.

1926

After I Say I'm Sorry.
Always.
Black Bottom.
Bye, Bye Blackbird.
Crazy Words (Vo-Do-De-O-Do).
Horses.
If You Were the Only Girl in the World.
In a Little Spanish Town.
Let a Smile Be Your Umbrella.
Remember.
Sweet Georgia Brown.
Then I'll Be Happy.
Tonight You Belong to Me.
When the Red, Red Robbin Comes Bob-Bob-Bobbin' Along.

Where Do You Work-A John?
Yes Sir That's My Baby.

1927

Ain't She Sweet.
Among My Souvenirs.
At Sundown.
Can't Help Lovin' Dat Man (Kern).
Charmaine.
Chloe.
Girl of My Dreams.
Hallelujah (Youmans).
Make Believe (Kern).
Me and My Shadow.
Melancholy Baby (revival).
Muddy Waters.
My Blue Heaven.
Old Man River (Kern).
Russian Lullaby.
Sam, the Accordion Man.
Side by Side.

1928

Carolina Moon.
Diane.
Honey.
I Can't Give You Anything But Love, Baby.
I Kiss Your Hand Madame.
Jeannine, I Dream of Lilac Time.
Lover Come Back to Me (Romberg).
Mean to Me.
Moonlight and Roses.
Precious Little Thing Called Love.
Ramona.
Rio Rita.
Sonny Boy.
Sweet Sue.
Sweetheart of All My Dreams.
Sweetheart of Sigma Chi.
That's My Weakness Now.
Wedding Bells Are Breaking Up That Old Gang of Mine.
When You're Smiling.
You're the Cream in My Coffee.

1929

Ain't Misbehavin'.
Button Up Your Overcoat.
Happy Days Are Here Again.
I'll Always Be in Love With You.
I'm Just a Vagabond Lover.
A Little Kiss Each Morning.
Pagan Love Song.
Siboney.
Singin' in the Rain.
Song of the Islands.
Sweethearts on Parade.
They Cut Down the Old Pine Tree.
When the Organ Played at Twilight.
Without a Song (Youmans).

1930

Betty Co-ed.
Cheerful Little Earful.
Cryin' for the Carolines.
Dancing With Tears in My Eyes.
Down the River of Golden Dreams.
Exactly Like You.
I Got Rhythm (Gershwin).
Little White Lies.
Maine Stein Song.
Moonlight on the Colorado.
On the Sunny Side of the Street.
Peanut Vendor.
Tiptoe Through the Tulips.
When It's Springtime in the Rockies.
Would You Like to Take a Walk?

1931

All of Me.
Auf Wiedersehn, My Dear.
Good Night, Sweetheart.
I Found a Million Dollar Baby in a Five and Ten Cent Store.
I Surrender, Dear.
Moonlight Saving Time.
River, Stay 'way from My Door.
Sleepy Time Down South.
Star Dust.
Three Little Words.
Time on My Hands.
Wabash Moon.
The Waltz You Saved for Me.
When the Moon Comes Over the Mountain.
When Your Hair Has Turned to Silver.
You're Driving Me Crazy.

1932

Forty-second Street.
Just an Echo in the Valley.
Let's Put Out the Lights and Go to Sleep.
Little Street Where Old Friends Meet.
Lullaby of the Leaves.
Masquerade.
Paradise—Waltz.
Play, Fiddle, Play.
Say It Isn't So.
A Shanty in Old Shantytown.
Shuffle Off to Buffalo.

Snuggle on Your Shoulder.
Somebody Loves You.
Too Many Tears.

1933

Annie Doesn't Live Here Any More.
Boulevard of Broken Dreams.
Did You Ever See a Dream Walking?
Easter Parade.
Fit as a Fiddle.
Have You Ever Been Lonely?
In the Valley of the Moon.
Last Round-Up.
Lazy Bones.
Love in Bloom.
Please.
Shadow Waltz.
Stars Fell on Alabama.
Stormy Weather.
Talk of the Town.
Underneath the Harlem Moon.
We Just Couldn't Say Good-bye.
Who's Afraid of the Big Bad Wolf?

1934

All I Do Is Dream of You.
Cocktails for Two.
Everything I Have Is Yours.
For All We Know.
I Only Have Eyes for You.
I Saw Stars.
I'll String Along With You.
I'm Not Lazy, I'm Just Dreaming.
Little Man, You've Had a Busy Day.
Love Thy Neighbor.
Man on the Flying Trapeze (revival).
My Little Grass Shack in Kealakekua.
No, No, a Thousand Times No.
Old Spinning Wheel.
Rain.
Santa Claus Is Coming to Town.
Stay as Sweet as You Are.
Sweetie Pie.
Wagon Wheels.
With My Eyes Wide Open I'm Dreaming.

1935

Blue Moon.
Boots and Saddle.
Cheek to Cheek.
I'll Never Say Never Again, Again.
I'm in the Mood for Love.
Isle of Capri.
Little Gypsy Tea Room.
Lullaby of Broadway.
On the Good Ship Lollipop.
Red Sails in the Sunset.
Roll Along Prairie Moon.
Tell Me That You Love Me Tonight.
Thanks a Million.
There's a Tavern in the Town (revival).
Treasure Island.
When I Grow Too Old to Dream.
Winter Wonderland.

1936

Beautiful Lady in Blue.
Did I Remember?
Empty Saddles.
I'm an Old Cowhand.
I'm Putting All My Eggs in One Basket.
In the Chapel in the Moonlight.
Is It True What They Say About Dixie?
It's a Sin to Tell a Lie.
Lights Out.
Melody from the Sky.
Moon Over Miami.
Music Goes 'Round and 'Round.
A Star Fell Out of Heaven.
These Foolish Things Remind Me of You.
The Way You Look Tonight.
When Did You Leave Heaven?

SONGS OF THE MECHANICAL ERA

Some of the popular songs, both new and old, directly attributable to the influence of a mechanical era are listed below. Again, the intention of this list is to provide aid for program producers working up "cavalcades."

Songs marked (*) are recent numbers.

"All Alone by the Telephone."
"Bicycle Built for Two (Daisy Bell)."
"Casey Jones."
"Come Josephine in My Flying Machine."
"Get Out and Get Under."
"Good Old Trolley Ride."
"I Guess I'll Have to Telegraph My Baby."

"In My Merry Oldsmobile."
"I've Been Working on the Railroad."
"Little Old Ford Rambled Right Along."
"Merry-go-round Broke Down." *
"Mr. Radio Man."
"My Dad Is the Engineer."
"On the New York, New Haven & Hartford."
"On a Steamer Coming Over."
"Please Let Me Talk to My Mammy on the Radiophone."
"Pullman Porters on Parade."
"Railroad Rag."
"Ray and His Chevrolet."
"Roller Skating Song."
"Steamboat Bill."
"Subway Swing."
"Trailer Song." *
"Us on the Bus." *
"Where Do You Work-a John?"
"Wreck of the '97."

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GREAT SINGERS OF GREAT SONGS

This list indicates singers currently, and in times past, prominent to the show world, together with the songs which they "put across" or were noted for considering their favorites. Inclusion of this material here is for its value to program producers in arranging "cavalcade" programs.

Ray Bailey.....“Georgia Camp Meetin’”
Belle Baker.....“Cohen Owes Me Ninety-Seven Dollars”
Ernest Ball.....“Love Me and the World Is Mine”
Lydia Barry.....“Break the News to Mother”
Fannie Brice.....“My Man”
Eddie Cantor.....“Now’s the Time to Fall in Love”
Enrico Caruso.....“Chiri Beri Bi”
Albert Chevalier.....“My Old Dutch”
Maggie Cline.....“Throw Him Down, McClosky”
George M. Cohan.....“Give My Regards to Broadway”
Morton Downey.....“Carolina Moon”
Louise Dresser.....“He’s My Pal”
Jimmy Durante.....“Can Broadway Do Without Me?”
J. K. Emmett.....“Sleep, Baby, Sleep”
Ruth Etting.....“Shine On, Harvest Moon”
George (Honey Boy) Evans.....“In the Good Old Summertime”
Barney Fagan.....“My Gal’s a High Born Lady”
Irene Franklin.....“Red Head”
Lottie Collins.....“Ta Ra Ra Boom De Ay”
Edith Helena.....“Last Rose of Summer”
Anna Held.....“Just Can’t Make My Eyes Behave”
Raymond Hitchcock.....“Well, I Swan”
Joe Howard.....“I Wonder Who’s Kissing Her Now”
Al Jolson.....“Mammy”
Richard Jose.....“She’s a Bird in a Gilded Cage”
Charlie King.....“Broadway Melody”
Harry Lauder.....“She’s My Daisy”
Eddie Leonard.....“Ida”
Tommy Leonard.....“Dearie”
Alice Lloyd.....“Who Are You Getting At, Eh?”
Tommy Lyman.....“Melancholy Baby”
Andrew Mack.....“Story of the Rose”
John McCormack.....“Mother Machree”
Helena Mora.....“After the Ball”
Jack Norworth.....“Take Me Out to the Ball Game”
Chauncey Olcott.....“My Wild Irish Rose”
Rosa Ponselle.....“Rose Marie”
Reese V. Prosser.....“Shade of the Old Apple Tree”
Lizzie B. Raymond.....“Just Tell Them That You Saw Me”
Sailor Reilly.....“Over There”
Harry Richman.....“Birth of the Blues”
Blanche Ring.....“Bedelia”
Paul Robson.....“Ol’ Man River”
Josephine Sabel.....“Hot Time in the Old Town”
Rae Samuels.....“In His Own Home Town”
Fritzi Scheff.....“My Hero”
Blossom Seeley.....“Alexander’s Ragtime Band”
Harry Talley.....“When the Harvest Days Are Over, Jessie Dear”
Eva Tanguay.....“I Don’t Care”
Fay Templeton.....“So Long, Mary”
Sophie Tucker.....“Some of These Days”
Clarice Vance.....“Guess I’ll Have to Telegraph My Baby”
Vesta Victoria.....“Waiting at the Church”
Buddy Walker.....“Bon Bon Buddy”
Bert Williams.....“Nobody”
Al H. Wilson.....“Love Is All in All”

VOCAL AND INSTRUMENTAL EXCERPTS FROM OPERATIC LITERATURE

Compiled by

JULIUS MATTFELD

Editor's note: The following list gives full particulars on the most-used excerpts from both well-known and forgotten operas. It is intended as an aid in program building, a guide for writers of program notes, and has been compiled alphabetically.

The compiler has indicated, with few exceptions, the place of each excerpt in the work in which it occurs, and, in vocal numbers, the voice (or voices) singing in each number.

The following abbreviations are used in this compilation:

Alto: *Alto or contralto.*
Bar.: *Baritone.*
Bass: *Bass*
Mezzo-sop.: *Mezzo-soprano.*
Orch.: *Orchestra*
Sop.: *Soprano.*
Ten.: *Tenor.*

JULIUS MATTFELD, *the compiler, is the author of "The Folk Music of the Western Hemisphere" and "One Hundred Years of Grand Opera in New York," a contributor to the Encyclopedia Britannica, associate American editor of Hull's "Dictionary of Modern Music and Musicians," and a writer on musical subjects for the press. He was formerly connected with the New York Public Library, later becoming music librarian of the National Broadcasting Co. He is at present the director of the music library of the Columbia Broadcasting System.*

A

The Abduction from the Seraglio [Die Entführung aus dem Serail] (German opera by Mozart, 1782).
Overture (Orch.).
Martern aller arter (Act II) (Sop.).

Lès Abencérages (French opera by Cherubini, 1813).
Overture (Orch.)

Abu Hassan (German opera by Weber, 1811).
Overture (Orch.).

Acis and Galatea (English pastoral opera by Handel, 1732).
O ruddier than the cherry (Act II) (Bass).

Actéon (French opera by Auber, 1836).
Overture (Orch.).

L'Africaine (French opera by Meyerbeer, 1865).
Adamastor, roi des vagues profondes (Act III) (Bar.).
Adieu, mon beau rivage—*Italian:* Addio terra nativa (Act I) (Sop.).
Fille des rois (Act III) (Bar.).
O Paradis, sorti de l'onde—*Italian:* O Paradiso (Act IV) (Ten.).
Slumber Song: Sur mes genoux (Act II) (Sop.).

Agnes [Agnese] (Italian opera by Paër, 1809).
Overture (Orch.).

Agnese. *See* Agnes.

Aida (Italian opera by Verdi, 1871).
Ballet—Dance of the Priestesses (Act I) (Orch.).
Ballet—Dance of the Moorish Slaves (Act II) (Orch.).
Céleste Aida (Act I) (Ten.).
Nile Scene (Act III)—Duet: Ciel! mio padre (Sop. & Bar.); Duet: Pur ti rivegno (Sop. & Ten.); Duet: Fuggiam gli adori (Sop. & Ten.); Trio: Tu! Amonasro! (Sop., Ten., Bar.).
O Patria mia—*also known as:* O cieli azzuri (Act III) (Sop.).
Processional March (Act II) (Chorus & Orch.).
Ritorna vincitor (Act I) (Sop.).

Albin (German opera by Flotow, 1856).
Overture (Orch.).

Alceste (French opera by Gluck, 1767).
Overture (Orch.).
Ah! malgre moi (Act II) (Sop.).
Divinités du Styx (Act I) (Sop.).

Alessandro Stradella. *See* Stradella.

Ali Baba (French opera by Cherubini, 1833).
Overture (Orch.).

Alphonso and Estrella (German opera by Schubert, 1854; first produced by Liszt).
Overture (Orch.).

Amadis (French opera by Lully, 1684).
Bois èpais (Mezzo-sop.).

L'Amico Fritz. *See* Friend Fritz.

El Amour Brujo. *See* Love the Magician.

L'Amour des Trois Oranges. *See* The Love for Three Oranges.

Anacréon (French opera by Cherubini, 1803).
Overture (Orch.).

Andrea Chénier (Italian opera by Giordano, 1896). Published by Casa Musicale Sonzogno, Milan (now G. Ricordi & Co., Milan); cop. 1896 and renewed 1924.
Come un bel dì di Maggio (Act IV) (Ten.).
Improvisation: Un dì all'azzurro spazio (Act I) (Ten.).
Monologue: Nemico della patria? (Act III) (Bar.).

Anna Bolena (Italian opera by Donizetti, 1830).
Ah! parea che per incanto (Act I) (Alto).
Romance: Deh! non voler costringere (Act I) (Alto).

Arianna (Italian opera by Monteverde, 1608).
Arianna's Lament: Lasciatemi morire (Mezzo-sop.).

L'Assedio di Corinto. *See* The Siege of Corinth.

Astarto (Italian opera by Bononcini, 1720).
L'esperto nocchiero (Mezzo-sop.).

Attila (Italian opera by Verdi, 1846).
Allor che i forti corono (Act I) (Sop.).
Dagli immortali vertici (Act II) (Bar.).
Te sol, quest' anima (Act III) (Trio: Sop., Ten., Bar.).

Azor and Zemira. *See* Zemire and Azor.

Azora (American opera by Henry Hadley, 1917).
Prelude (Act II) (Orch.).
Prelude (Act III) (Orch.).
Processional March: Entrance of Montezuma (Act I) (Orch.).

B

Un Ballo in Maschera (Italian opera by Verdi, 1859).
Overture (Orch.).
Eri tu che macchiavi (Act III) (Bar.).

The Barber of Seville [Il Barbiere di Siviglia] (Italian opera by Rossini, 1816).
Overture (Orch.)—originally composed for his opera, Elisabetta, Regina d'Inghilterra (1815).
La calunnia (Act I) (Bass).
Ecco ridente in cielo (Act I) (Ten.).
Largo al factotum (Act I) (Bar.).
Se il mio nome (Act I) (Ten.).
Una voce poco fa (Act I) (Sop.).

Il Barbiere di Siviglia. *See* The Barber of Seville.

The Bartered Bride [Die Verkaufte Braut] (Bohemian opera by Smetana, 1866).
Overture (Orch.).
Dance of the Comedians (Act III) (Orch.).
Furiant (Act II) (Orch.).
Polka (Act I) (Orch.).

The Bat [Die Fledermaus] German comic opera by Johann Strauss, jr., 1874).
Overture (Orch.).
Czardas: Klänge der Heimat (Act II) (Sop.).
Waltz: Du und du [You and you] (Orch.; originally Chorus and Orch.).

Beatrice and Benedict (French opera by Berlioz, 1862).
Overture (Orch.).

The Beggar Student [Der Bettelstudent] (German comic opera by Karl Millöcker, 1881).
Overture (Orch.).
Durch diesen Kuss (Act II) (Duet: Sop. and Ten.).
Ich setz' den Fall (Act II) (Duet: Sop. and Ten.).
Mazurka: Die schöne Polin (Act I) (Ten.).
Waltz Song: Ach ich hab' sie ja nur auf die Schulter geküsst (Act I) (Bar.).

La Bella Molinara (Italian opera by Paiesiello, 1789).
Nel cor più non mi sento.

Belisario (Italian opera by Donizetti, 1836).
Sul campo della gloria (Act I) (Duet: Ten. & Bar.).

La Belle au Bois Dormant. *See* The Sleeping Beauty.

Benvenuto Cellini (French opera by Berlioz, 1838).
Overture (Orch.).

Der Bettelstudent. See The Beggar Student.

The Black Domino [Le Domino Noir] (French opera by Auber, 1837).
Overture (Orch.).

Boabdil (German opera by Moszowski, 1892).
Einzugsmarsch [Inauguration March] (Act I) (Orch.).
Malaguena (Act II) (Orch.).

La Boheme (Italian opera by Puccini, 1896). Published by G. Ricordi & Co.; cop. 1896.
Che gelida manina (Act I) (Ten.).
Si mi chiamano Mimi (Act I) (Sop.).
Mimi's Farewell: Donde lieta (Act III) (Sop.).
Musetta's Waltz (Act II) (Sop.).
Rodolfo's Narrative (Act I) (Ten.).

The Bohemian Girl (English opera by Balfe, 1843).
Come with the gypsy bride (Act II) (Sop., Chorus & Orch.).
The fair land of Poland (Act III) (Ten.).
The heart bowed down (Act II) (Bar.).
I dreamt that I dwelt in marble halls (Act II) (Sop.).
A soldier's life (Act I) (Bass).
Then you'll remember me (Act III) (Ten.).

Boris Godounoff (Russian opera by Moussorgsky, 1874).
Coronation Scene (Act I) (Chorus & Orch.).
Death of Boris (Act III) (Bass).
Polonaise (Act III) (Orch.).
Varlaam's Song: The Siege of Kazan (Act II) (Bass).

Le Brasseur de Preston. *See* The Brewer of Preston.

The Brewer of Preston [Le Brasseur de Preston] (French opera by Adam, 1838).
Overture (Orch.).

A Brief Life [La Vida Breve] (Spanish opera by Manuel de Falla, 1913). Published by Max Eschig, Paris; cop. 1913.
Dances (Act II) (Orch.).

The Bronze Horse [Le Cheval de Bronze] (French opera by Auber, 1835; afterwards a ballet, 1857).
Overture (Orch.).

C

Le Caïd (French opera by Ambroise Thomas, 1849).
Overture (Orch.).

Le Calife de Bagdad. *See* The Caliph of Bagdad.

The Caliph of Bagdad [Le Calife de Bagdad] (French opera by Boieldieu, 1800).
Overture (Orch.).

Callirhoe (French Ballet by Cécile Chaminade, 1888).
Pas des echarpes—*English:* Scarf Dance (Orch.).

Caponsacchi (American opera by Richard Hageman, 1932). Published by Edition Adler, Berlin; cop. 1931. (American representative: Society of European Stage Authors & Composers, New York).
Lullaby (Act II) (Sop.).

I Capuletti e Montecchi. *See* Romeo and Juliet.

Carmen (French opera by Bizet, 1875).
Prelude (Orch.).
Chorus of Cigarette Girls: Dans l'air nous suivons des yeux (Act I).
Chorus of Street Boys: Avec la garde montante (Act I).
Flower Song: La fleur que tu m'avais jetee (Act II) (Ten.).
Gypsy Song: Les tringles des sistres (Act II) (Trio: 2 Sop., & Alto—often sung on the radio as an alto solo).
Habanera: L'amour est un oiseau rebelle (Act I) (Alto).
Micaela's Aria: Je dis, que rien ne m'epourante (Act III) (Sop.).
Parle-moi de ma mere (Duet: Sop. & Ten.).
Sequidilla: Pres des remparts de Seville (Act I) (Alto).
Toreador Song: Votre toast (Act II) (Bar. & Chorus).

Casse-Noisette. *See* The Nutcracker.

Cavalleria Rusticana (Italian opera by Mascagni, 1890).
Prelude (Orch.) & Siciliana: O Lola (Ten.).
Alfio's Song: Il cavallo scalpita (Bar.).
Intermezzo (Orch.).
Voi lo sapete (Sop.).

La Cenerentola. *See* Cinderella.

Le Cheval de Bronze. *See* The Bronze Horse.

Le Cid (French opera by Massenet, 1885).
Ballet Music — Castillane, Andalouse, Aragonaise, Aubade, Catalane, Madrilene, Navarraise (Act II) (Orch.).
Pleurez! pleurez, mes yeux! (Act III) (Sop.).
Plus de tourments et plus de peine (Act II) (Sop.).

Cinderella [La Cenerentola] (Italian opera by Rossini, 1817).
Overture (Orch.).

Cinq-Mars (French opera by Gounod, 1877).
Nuit resplendissante (Act I) (Mezzo-sop. or Alto).

La Clemenza di Tito. *See* Titus.

La Colombe. *See* The Dove

Les Contes d'Hoffman. *See* The Tales of Hoffman.

Coppélia (French ballet by Delibes, 1870).
Czardas (Tableau I) (Orch.).
Marche de la Cloche (Tableau III) (Orch.).
Mazurka (Tableau I) (Orch.).

Musique des Automates (Tableau II) (Orch.).
Theme Slave Varié (Tableau I) (Orch.).
Valse (Tableau I) (Orch.).
Valse des Heures (Tableau III) (Orch.).

Le Coq d'Or (Russian opera by Rimsky-Korsakoff, 1910).
Hymn to the Sun (Act II) (Sop.).
Wedding March (Act III) (Orch.).

Cosi Fan Tutte (Italian opera by Mozart, 1790).
Overture (Orch.).

The Crown Diamonds [Les Diamants de la Couronne] (French opera by Auber, 1841).
Overture (Orch.).

Cydalise et la Chèvrepied (French ballet by Pierne, 1923). Published by Heugel et Cie., Paris; cop. 1923.
L'Ecole des Aegipans (Orch.).

Czar and Carpenter. *See* Czar und Zimmermann.

Czar und Zimmermann [Czar and Carpenter] (German opera by Lortzing, 1837).
Overture (Orch.).
Sonst spielt' ich mit Scepter (Act III) (Bar.).

D

Dalibor (Bohemian opera by Smetana, 1868).
Entr'acte and Entrance of King Vladislav (Orch.).

La Dame Blanche. *See* The White Lady.

The Damnation of Faust (French opera by Berlioz, 1893; originally an oratorio, 1846).
Dance of the Sylphs (Act II) (Orch.).
Minuet of the Will-o'-the-Wisps (Act III) (Orch.).
Rákóczy March (Act I) (Orch.).

The Daughter of the Regiment [La Figlia del Reggimento] (Italian, originally French, opera by Donizetti, 1840).
Overture (Orch.).
Convien partir (Act I) (Sop.).
Rataplan (Act I) (Chorus & Orch.).

The Dead City [Die tote Stadt] (German opera by Korngold, 1920). Published by B. Schott's Söhne; Mayence; cop. 1920.
Mariettas Lied zur Laute (Act I) (Sop.).
Tanzlied des Pierrot (Act II) (Bar.).

Les Deux Journées. *See* The watercarrier.

Les Diamants de la Couronne. *See* The Crown Diamonds.

Dido and Aeneas (English opera by Henry Purcell, about 1680).
When I am laid in earth (Act III) (Sop. or Alto).

Dinorah (French opera by Meyerbeer, 1859).
Shadow Song: Ombre legere (Act II) (Sop.).

Djamileh (French opera by Bizet, 1872).
Overture (Orch.).

Le Domino Noir. *See* The Black Domino.

Don Carlos (Italian opera by Verdi, 1867).
Ella giammai m'amò!—*also known as:* Dormiro sol nel manto (Act III) (Bass).
O don fatale (Act III) (Mezzo-sop.).

Don Giovanni (Italian opera by Mozart, 1787).
Overture (Orch.).
Batti, batti (Act I) (Sop.).
Dalla sua pace (Act I) (Ten.).
Drinking Song: Finch' han dal vino (Act I) (Bar.).
Là ci darem la mano (Act I) (Duet—Sop. & Bar.).
Madamina! il catalogo è guesto (Act I) (Bass).
Il mio tesoro (Act II) (Ten.)
Serenade: Deh vieni alla finestra (Act II) (Bar.).
Vedrai, carino (Act II) (Sop.).

Don Pasquale (Italian opera by Donizetti, 1843).
Com'e gentil (Act III) (Ten.).
Tornami a dir, che m'ami (Act III) (Duet: Sop. & Ten.).

Don Sebastiano (Italian, originally French, opera by Donizetti, 1843).
Terra adorata de' padri miei (Act II) (Alto).

La Donna del Lago. *See* The Lady of the Lake.

Donna Diana (German opera by Reznicek, 1894).
Overture (Orch.).

The Dove [La Colombe] (French opera by Gounod, 1866).
Intermezzo (Act II) (Orch.).

Les Dragons de Villars. *See* The Dragoons of Villars.

The Dragoons of Villars—*also known as:* **The Hermit's Bell** [Les Dragons de Villars] (French opera by Maillart, 1856).
Overture (Orch.).

The Duelling Ground [Le Pré aux Clercs] (French opera by Herold, 1832).
Overture (Orch.).

Le Duc d'Olonne. *See* The Duke of Olonne.

The Duke of Olonne [Le Duc d'Olonne] (French opera by Auber, 1842).
Overture (Orch.).

E

L'Ebreo (Italian opera by Giovanni Apolloni, 1855).
Fu Dio che disse (Act II) (Bass).

The Echo (American opera in one act, by Frank Patterson, 1922). Published by G. Schirmer, Inc., New York; cop. 1922.
Bacchanale (Orch.).

Egmont (Incidental music to Goethe's play by Beethoven, 1810).
Overture (Orch.).
Freudvoll und leidvoll (Act II) (Sop.).

L'Elisir d'Amore. *See* The Elixir of Love.

The Elixir of Love [L'Elisir d'Amore] (Italian opera by Donizetti, 1832).
Una furtiva lagrima (Act II) (Ten.).

The Emperor Jones (American opera by Louis Gruenberg, 1933). Published by Cos Cob Press, Inc., New York; cop. 1932.
Standin' in the need of prayer (Act II) (Bar.).

L'Enfant Prodique (French opera in one act by Debussy, 1884). Published by A. Durand & Fils; Paris; cop. 1908.
Air de Lia (Sop.).
Cortége and Dance (Orch.).

Die Entführung aus dem Serail. *See* The Abduction from the Seraglio.

Ernani (Italian opera by Verdi, 1844).
Ernani, in volami (Act I) (Sop.).
Infelice! e tuo credevi (Act I) (Bass).

Etienne Marcel (French opera by Saint Saens, 1879).
O beaux rêves évanouis! (Act II) (Sop.).

Eugen Onegin (Russian opera by Tchaikovsky, 1879).
Lenski's Aria (Act II) (Ten.).
Letter Scene (Act I) (Sop.).
Waltz (Act II) (Orch.).

Euridice [Orfeo] (Italian opera by Peri, 1600).
Invocacéione de Orfeo—*English:* Invocation of Orpheus (Ten.).

Euryanthe (German opera by Weber, 1823).
Overture (Orch.).

F

The Fair at Sorochinsk (Russian opera by Moussorgsky).
Gopak (Act III) (Orch.).

The Fair Maid of Perth [La Jolie Fille de Perth] (French opera by Bizet, 1867).
Danse Bohémienne (Act II) (Orch.).
Quand la flamme de l'amour (Act II) (Bass).

Falstaff (Italian opera by Verdi, 1893). Published by G. Ricordi & Co., Milan; cop. 1893.
Ford's Monologue: E sogno? o realtà! (Act II) (Bar.).

Faust (French opera by Gounod, 1859).
Avant de quitter ces lieux—*Italian:* Dio possente (Act II) (Bar.).
Ballet Music (Orch.).
The Calf of Gold: Le veau d'or (Act II) (Bass).
Flower Song: Faites—lui mes aveux (Act III) (Mezzo-sop.).
Jewel Song (Act III) (Sop.).
The King of Thule (Act III) (Sop.).
Mephistopheles' Serenade (Act IV) (Bass).
Salut! demeure chaste et pure—*Italian:* Salve dimora (Act III) (Ten.).
Soldiers' Chorus (Act IV) (Chorus and Orch.).
Trio: Alerte! alerte! (Sop., Ten., Bass).
Waltz (Act II) (Chorus and Orch.).

La Favorita (Italian, originally French, opera by Donizetti, 1840).
O mio Fernando (Act III) (Sop.).
Spirito gentil (Act IV) (Ten.).

Fédora (Italian opera by Giordano, 1898). Published by Casa Musicale Sonzogno, Milan (now G. Ricordi & Co.); cop. 1898.
Amor ti vieta di non amor (Act II) (Ten.).
O grandi occhi lucenti di fede (Act I) (Sop.).
Russian Song: La donna russa (Act II) (Bar.).

Die Feen (German opera by Wagner, composed 1833 and first performed 1888).
Overture (Orch.).

Die Felsenmühle. *See* The Mill on the Cliff.

Feramors (German opera by Rubinstein, 1863).
Dances of the Bajaderes, no. I-II (Act I) (Orch.).
Torchlight Dance of the Brides of Kashmir (Act I) (Orch.).
Wedding Procession (Act III) (Chorus and Orch.—now played as an orchestral excerpt).

Fidelio (German opera by Beethoven, 1805)
Fidelio Overture (Orch.).
Leonore Overture, no. 3 (Orch.).
Abscheulicher, wo eilst du hin? (Act I) (Sop.).

Fierrabras (German opera by Schubert, 1861).
Overture (Orch.).

La Figlia del Reggimento. *See* The Daughter of the Regiment.

La Finta Gardiniera (Italian opera by Mozart, 1775).
Overture (Orch.).

The Fire Bird [L'Oiseau de Feu] (Russian ballet by Stravinsky, 1910).
Suite (Orch.).

Die Fledermaus. *See* The Bat.

Der Fliegende Holländer. *See* The Flying Dutchman.

The Flying Dutchman [Der Fliegende Holländer] (German opera by Wagner, 1843).
Overture (Orch.).
Die Frist ist um (Act I) (Bar.).
Senta's Ballad: Traft ihr das Schiff (Act II) (Sop.).
Spinning Chorus (Act II) (Women's Chorus).

The Force of Destiny [La Forza del Destino] (Italian opera by Verdi, 1862).
Overture (Orch.).
Madre, pietosa Vergine (Act II) (Sop. and Chorus).
Pace, pace, mio Dio! (Act IV) (Sop.).
Rataplan (Act III) (Alto and Chorus).
Solenne in quest'ora (Act III) (Duet: Ten. and Bar.).

La Forza del Destino. *See* The Force of Destiny.

Fra Diavolo (French opera by Auber, 1830).
Overture (Orch.).

Der Freischütz (German opera by Weber, 1821).
Overture (Orch.).
Huntsmen's Chorus (Act III) (Men's Chorus and Orch.).
Und ob die Wolke sie verhülle (Act III) (Sop.).
Wie nahte mir der Schlummer—*includes:* Agatha's Prayer—Leise, leise, fromme Weise (Act II) (Sop.).

Friend Fritz [L'Amico Fritz] (Italian opera by Mascagni, 1891).
Intermezzo (Act III) (Orch.).
Romance: O amore, o bella luce del core (Act III) (Ten.).

G

La Gazza Ladra. *See* The Thieving Magpie.

Die Geschöpfe des Prometheus. *See* Prometheus.

Giasone (Italian opera by Cavalli, 1649).
Delizie contente, che l'alma beate (Mezzo-sop.).

La Gioconda (Italian opera by Ponchielli, 1876; founded on Victor Hugo's play, "Angelo").
Barcarolle: Pescator, affonda l'esca (Act II) (Bar. and Chorus).
Cielo e mar (Act II) (Ten.).
Dance of the hours (Act III) (Ballet-orch.).
La Furlane (Act I) (Ballet-orch.).
Suicidio (Act IV) (Sop.).
Voce di donna (Act I) (Alto).

I Giojelli della Madonna. *See* The Jewels of the Madonna.

Gli Zingari in Fiera (Italian opera by Paiesiello, 1789).
Chi vuol la zingarella.

The Gondoliers (English comic opera by Sullivan, 1889).
Take a pair of sparkling eyes (Act II) (Ten.).
Dance a cachucha (Act II) (Chorus).

Goyescas (Spanish opera by Granados, 1916). Published by G. Schirmer, Inc., New York; cop. 1915.
Intermezzo (Orch.). Cop. 1916.

The Grand Duke (English comic opera by Sullivan, 1896). Published by Chappell & Co., London; cop. 1896.
Broken every promise plighted (Act II) (Sop.).

Gringoire (German opera by Ignaz Brüll, 1892).
Overture (Orch.).

Griselda (Italian opera by Bononcini, 1722).
Per la gloria d'adorarvi (Sop.).

Il Guarany (Italian opera by Antonio Carlos Gomes. 1870).
Overture (Orch.).
C'era una volta un principe (Act II) (Sop.).

Guglielmo Ratcliff. *See* William Ratcliff.

Gwendoline (French opera by Chabrier, 1886).
Overture (Orch.).

H

H. M. S. Pinafore. *See* Pinafore.

Hadden Hall (English light opera by Sullivan, 1892). Published by Chappell & Co., London; cop. 1892.
The earth is fair (Act I) (Ten.).
Madrigal: When the budding bloom of May (Act I) (Quartet: Sop., Alto, Ten., Bass and Orch.).
Queen of the roses (Act III) (Alto).

Halka (Polish opera by Moniuszko, 1851).
Overture (Orch.).

Hamlet (French opera by Ambroise Thomas, 1868).
Chanson Bachique: O vin, dissipe la tristesse (Act II) (Bar.).

Hans Heiling (German opera by Marschner, 1833).

Wehe mir! wohin ist es mit mir gekommen? (Act II) (Sop.).

Hänsel und Gretel (German opera by Humperdinck, 1893).
Prelude (Orch.).
Dream Pantomime (Act II) (Orch.).
Sand-man's Song (Sop.) and Prayer (Duet: Sop. and Alto) (Act II).
Dew-fairy's Song (Act III) (Sop.).

Henry VIII (French opera by Saint Saëns, 1883).
Ballet music (Act II) (Orch.).

The Hermit's Bell. *See* The Dragoons of Villars.

Herodiade (French opera by Massenet, 1881).
Il est doux, il est bon (Act I) (Sop.).
Prelude (Act IV) (Orch.).
Vision fugitive (Act II) (Bar.).

Hubicka. *See* The Kiss.

Les Huguenots (French opera by Meyerbeer, 1836).
Huguenot Song: Piff, paff (Act I) (Bass).
Page's Song: Nobles seigneurs—*also known as:* Une dame noble et sage—*Italian:* Lieti signor (Act I) (Sop.).
Queen's Aria: O beau pays de la Touraine (Act II) (Sop.).

Hunyádi László (Hungarian opera by Franz Erkel, 1844).
Overture (Orch.).

I

Idomeneo (Italian opera by Mozart, 1781).
Overture (Orch.).

If I Were King [Si j'étais Roi] (French opera by Adam, 1852).
Overture (Orch.).

The Impresario [Der Schauspieldirektor] (German opera by Mozart, 1786).
Overture (Orch.).

Iolanthe (English comic opera by Sullivan, 1882).
March of the Peers: Loudly let the trumpet bray (Act I) (Men's Chorus and Orch.).
When you're lying awake with a dismal headache (Act II) (Bar.).

Iphigenia in Aulis (French opera by Gluck, 1774).
Overture (Orch.).

Ilka (German opera by Albert Doppler, 1849).
Overture (Orch.).

Iris (Italian opera by Mascagni, 1898). Published by G. Ricordi & Co., Milan; cop. 1898.
Hymn to the Sun (Act I) (Chorus).

L'Italiana in Algeri. *See* The Italians in Algiers.

The Italians in Algiers, *literally,* **The Italian Woman in Algiers** [L'Italiana in Algeri] (Italian opera by Rossini, 1813).
Overture (Orch.).
Languis per una bella (Act I) (Ten.).

J

Jean de Paris. *See* John of Paris.

Jeanne d'Arc. *See* Joan of Arc.

Jessonda (German opera by Spohr, 1823).
Overture (Orch.).

The Jewels of the Madonna [Il Giojelli della Madonna] (Italian opera by Wolf-Ferrari, 1911). Published by G. Schirmer, Inc., New York; cop. 1911, by Josef Weinberger, Leipzig.
Intermezzo, no. 1 (Act II) (Orch.).
Intermezzo, no. 2 (Act III) (Orch.).
Dance of the Camorrists (Act III) (Orch.).

The Jewess [La Juive] (French opera by Halévy, 1835).
Il va venir (Act II) (Sop.).
Rachel, quand du Seigneur la grâce (Act IV) (Ten.).
Si la rigueur et la vengeance (Act I) (Bass).

Joan of Arc [Jeanne d'Arc] (Russian opera by Tchaikowsky, 1881).
Adieu, forêts (Act I) (Sop.).

Jocelyn (French opera by Godard, 1888).
Lullaby (Act II) (Ten.).

John of Paris [Jean de Paris] (French opera by Boieldieu, 1812).
Overture (Orch.).

La Jolie Fille de Perth. *See* The Fair Maid of Perth.

Le Jongleur de Nôtre Dame. *See* The Juggler of Notre Dame.

The Juggler of Notre Dame [Le Jongleur de Nôtre Dame] French opera by Massenet, 1902). Published by Heugel & Cie, Paris; cop. 1901.
Legend of the Sage Bush (Act II) (Bass).

La Juive. *See* The Jewess.

K

Khowantchina (Russian opera by Moussorgsky, 1886).
Prelude (Orch.).
Persian Dance (Act IV) (Orch.).
Martha's Song of Divination (Act III) (Alto).

The King of Ys [Le Roi d'Ys] (French opera by Edouard Lalo, 1888).
Overture (Orch.).

The King of Yvetot [Le Roi d'Yvetot] (French opera by Adam, 1838).
Overture (Orch.).

The King's Henchman (American opera by Deems Taylor, 1927). Published by J. Fischer & Bro., New York; cop. 1926.
Oh! Caesar, great wert thou! (Act I) (Bar. and Chorus).

The Kiss [Hubicka] (Bohemian opera by Smetana, 1876).
Overture (Orch.).

König Manfred. *See* Manfred.

Die Königin von Saba. *See* The Queen of Sheba.

Die Königskinder (Incidental music to a play by Humperdinck 1898; afterwards a German opera, 1908).
Introduction (Act II) (Orch.).

Kunihild (German opera by Kistler, 1884).
Prelude (Act III) (Orch.).

L

Le Lac de Cygnes. *See* The Lake of Swans.

The Lady of the Lake [La Donna del Lago] (Italian opera by Rossini, 1819; founded on Sir Walter Scott's poem).
Mura felici—*also known as* Elena! oh tu che ciamo (Act I) (Alto).

The Lake of Swans [Le Lac de Cygnes] (Ballet by Tchaikovsky, 1876).
Dance of the Swans (Act II) (Orch.).
Hungarian Dance (Act III) (Orch.).
Scene (Act II) (Orch.).

Lakme (French opera by Delibes, 1883).
Bell song: Où va la jeune Indoue (Act II) (Sop.).
Fantaisie aux divins mensonges (Act I) (Ten.).

The Legend of Tsar Saltan (Russian opera by Rimsky-Korsakoff, 1900).
The flight of the bumble bee (Act III) (Orch.).

Libella (German opera by Reissiger, 1828).
Overture (Orch.).

Libussa (Bohemian opera by Smetana, 1881).
Overture (Orch.).

A Life for the Czar (Russian opera by Glinka, 1836).
Overture (Orch.).
Antonida's Cavatina and Rondo (Act I) (Alto).
Krakowiak (Act II) (Orch.).
Mazurka (Act II) (Orch.).
Soussanine's Aria (Act IV) (Bass).

The Lily of Killarney (English opera by Julius Benedict, 1862).
The moon has raised her lamp above (Act I) (Duet: Ten. and Bar.).
The Colleen Bawn (Act II) (Bar.).
Eily Mavourneen (Act III) (Ten.).

Linda di Chamounix (Italian opera by Donizetti, 1842).
O luce di quest' anima (Act I) (Sop.).

Lodoiska (French opera by Cherubini, 1791).
Overture (Orch.).

Lohengrin (German opera by Wagner, 1850).
Prelude [Vorspiel] (Orch.).
Prelude to Act III (Orch.).
Bridal Chorus (Act III).
Elsa's Dream (Act I) (Sop.).
King's Prayer (Act I) (Bass).
Swan Song or Lohengrin's Narrative—In fernem Land (Act III) (Ten.).

Louise (French opera by Charpentier, 1900). Published by Heugel & Cie.; cop. 1900.
Depuis le jour (Act III) (Sop.).

The Love for Three Oranges [L'Amour des Trois Oranges] (Russian opera, sung in French, by Prokofieff, 1921). Published by A. Gutheil, Moscow; cop. 1922, by Breitkopf & Härtel, Leipzig. (American representative: Galaxy Music Corp., New York).
March (Act II) (Orch.).
Scherzo (Act III) (Orch.).

Love the Magician [El Amour Brujo] (Spanish ballet by Manuel de Falla, 1915). Published by J. & W. Chester, Ltd.; cop. 1921).
Ritual Fire Dance (Orch.).

Lucia di Lammermoor (Italian opera by Donizetti, 1835).
Mad scene: Il dolce suono—*includes:* Ardon gl'incensi *and:* Spargi d'amaro pianto (Act III) (Sop.).
Sextett: Chi mi frena in tal momento (Act 11) (Sop., alto, 2 tenors, bar., bass).
Regnava nel silenzio—*includes:* Quando rapito in estasi (Act I) (Sop.).

Lurline (English opera by William Vincent Wallace, 1860).
Overture (Orch.).
Great spirit, hear my pray'r (Act III) (Sop.).

Die Lustigen Weiber von Windsor. *See* The Merry Wives of Windsor.

M

Macbeth (Italian opera by Verdi, 1847).
Come dal ciel precipita (Act II) (Bass).

Le Maçon. *See* Mason and Locksmith.

Madam Butterfly (Italian opera by Puccini, 1904). Published by G. Ricordi, Milan; cop. 1905.
Un bel di vedremo (Act II) (Sop.).

The Magic Flute [Die Zauberflöte] (German opera by Mozart, 1791).
Overture (Orch.).
In diesen heil'gen Hallen (Act II) (Bass).
O Isis und Osirus—*Italian:* Possenti Numi (Act II) (Bass).
O zitt're nicht, mein lieber Sohn! (Act I) (Sop.).
Queen of Night's Aria: Der Hölle Rache (Act II) (Sop.).
Der Vogelfänger bin ich ja (Act I) (Bass).

The Maid of Artois (English opera by Balfe, 1836).
Overture (Orch.).

The Mandarin's Son (Russian opera by Cesar Cui, 1859).
Overture (Orch.).

Manfred (Incidental music to Byron's poem by Schumann, 1859, in concert form; 1863 with scenery).
Overture (Orch.).

Manfred [König Manfred] (German opera by Reinecke, 1867).
Prelude (Act V) (Orch.).
Romance (Introduction, Act IV) (Orch.).

Manon (French opera by Massenet, 1884).
Adieu, notre petite table (Act II) (Sop.).
Ah! fuyez, douce image (Act III) (Ten.).
The Dream (La Reve): En fermant les feux (Act II) (Ten.).
Duet: Et je sais votre nom (Act I) (Sop. and Ten.).
Duet: Nous vivrons a Paris (Act I) (Sop. and Ten.).
Duet: On m'appelle Manon (Act I) (Sop. and Ten.).
Gavotte: Obéissons quand leur voix appelle (Act III) (Sop.).
Menuet (Act III) (Orch.).
Les Regrets de Manon: Voyons, Manon, plus de chimères (Act I) (Sop.).
La Reve *See* The Dream (above).

Manon Lescaut (Italian opera by Puccini, 1893). Published by G. Ricordi, Milan; cop. 1893.
Donna non vidi mai (Act I) (Ten.).

Marco Spada (French opera by Auber, 1852; afterwards a ballet, 1857).
Overture (Orch.).

Maritana (English opera by William Vincent Wallace, 1845).
Overture (Orch.).
The Angelus (Act I) (Chorus and Orch.).
In happy moments day by day (Act II) (Bar.).
Scenes that are brightest (Act III) (Sop.).
There is a flower that bloometh (Act II) (Ten.).
Yes! let me like a soldier fall (Act II) (Ten.).

The Marriage of Figaro [Le Nozze di Figaro] (Italian opera by Mozart, 1786).
Deh vieni, non tardar (Act IV) (Sop.).
Dove sono i bei momenti (Act III) (Sop.).
Non più andrai (Act I) (Bar.).
Non so più cosa son (Act I) (Sop.).
Porgi amor (Act II) (Sop.).
Se vuol ballare (Act I) (Bass).
Voi che sapete (Act II) (Sop.).

Martha (German opera by Flotow, 1847).
Overture (Orch.).
Ach! so fromm, ach so traut—*Italian:* M'appari tutt'amor (Act III) (Ten.).
Good-night Quartet: Schlafe wohl! (Act II) (Sop., Alto, Ten., Bass).
The last rose of summer (Act II) (Sop.).
M'appari tutt'amor *See* Ach so fromm.
Nancy's Aria: Esser mesto (Act III) (Alto).
Spinning Wheel Quartet: Was soll ich dazu sagen? (Act II) (Sop., Alto, Ten., Bass).

Masaniello [La Muette di Portici] (French opera by Auber, 1828).
Overture (Orch.).

Mason and Locksmith [Le Maçon] (French opera by Auber, 1825).
Overture (Orch.).

The Mastersingers of Nuremberg [Die Meistersinger von Nürnberg] (German opera by Wagner, 1868).
Overture [Vorspiel] (Orch.).
Am stillen Herd (Act I) (Ten.).
Dance of the Apprentices (Act III) (Orch.).
Hans Sach's Monologue—Wahn! Wahn! (Act III) (Bass).
Prize Song (Act III) (Ten.).
Quintet: Selig wie die Sonne (Act III) (Sop., Alto, 2 Tenors, Bass).
Was duftet doch die Flieder (Act II) (Bass).

Il Matrimonio Segreto. *See* The Secret Marriage.

Medea [Médée] (French opera by Cherubini, 1797).
Overture (Orch.).

Médée. *See* Medea.

Mefistofle (Italian opera by Boito, 1868).
L'altra notte in fondo (Act III) (Sop.).
Dai campi dai prati (Act I) (Ten.).
Giunto sul passo estremo (Act IV) (Ten.).

Die Meistersinger von Nürnberg. *See* The Mastersingers of Nuremberg.

Merry Mount (American opera by Howard Hanson, 1933). Published by Harms, Inc., New York; cop. 1933

'Tis an earth defiled (Act I) (Bar.).

The Merry Wives of Windsor [Die Lustigen Weiber von Windsor] (German opera by Nicolai, 1849).

Overture (Orch.).

Midsummer Night's Dream (Incidental music to Shakespeare's play by Mendelssohn, 1843).

Overture (Orch.).

Wedding March (After Act IV) (Orch.).

Nocturne (After Act III) (Orch.).

Scherzo (After Act I) (Orch.).

Dance of the Clowns (Act V) (Orch.).

Mignon (French opera by Ambroise Thomas, 1866).

Overture (Orch.).

Adieu, Mignon! (Act II) (Ten.).

Berceuse: De son coeur j'ai calmé (Act III) (Bass).

Connais-tu le pays (Act I) (Mezzo-sop.).

Entr'acte (Act II) (Orch.).

Gavotte: Me voici dans son boudoir (Act II) (Alto).

Madrigal: Belle, ayez pitié de nous (Act II) (Ten.).

Polonaise: Je suis Titania (Act II) (Sop.).

Romance: Elle ne croyait pas (Act III) (Ten.).

Styrienne: Je connais un pauvre enfant (Act II) (Mezzo-sop.).

Swallow Duet: Légères hirondelles (Act I) (Mezzo-sop. and Bass).

The Mikado (English comic opera by Sullivan, 1885).

Behold the Lord High Executioner! (Act I) (Bar. and Chorus).

The flowers that bloom in the spring (Act II) (Ten. and chorus).

Madrigal: Brightly dawns our wedding day (Act II) (Quartet: Sop., Alto, Ten., Bass and Orch.).

The moon and I (Act II) (Sop.).

My object all sublime (Act II) (Bar.).

O willow, tit-willow (Act II) (Bar.).

There is beauty in the bellow of the blast. (Act 11) (Duet: Alto and Bar.).

Three little maids from school are we (Act I) (Trio: 2 Sopranos, Alto and Orch.).

A wand'ring minstrel (Act I) (Ten.).

The Mill on the Cliff [Die Felsenmühle] (German opera by Reissiger, 1829).

Overture (Orch.).

Mireille (French opera by Gounod, 1864).

Anges du paradis (Act V) (Ten.).

O legere hirondelle (Act I) (Sop.).

Trahir Vincent!—*also known as:* Mon coeur ne peut changer! (Act II) (Sop.).

Mitrane (Italian opera by Abbe Francesco Rossi, 1689).

Ah! rendimi (Alto).

Mosè in Egitto. *See* Moses in Egypt.

Moses in Egypt [Mosè in Egitto] (Italian opera by Rossini, 1818).

Prayer (Act III) (Chorus and Orch.).

N

Nabucco [Nabucodonosor] Italian opera by Verdi, 1842).

Overture (Orch.).

Nabucodonosor. *See* Nabucco.

Das Nachtlager in Granada. *See* A Night in Granada.

Nadeschda (English opera by Arthur Goring Thomas, 1885).

My heart is weary (Act III) (Alto).

Naila (French ballet, derived from "La Source," by Delibes, 1866).

Intermezzo; Waltz of the Flowers (Orch.).

Natoma (American opera by Victor Herbert, 1911). Published by G. Schirmer, Inc.; cop. 1911).

Dagger Dance (Act II) (Orch.).

Vaquero's Song: Who dares the bronco wild defy? (Act II) (Ten. and Chorus).

A Night in Granada [Das Nachtlager in Granada] (German opera by Conradin Kreutzer, 1834).

Overture (Orch.).

Nina o la Pazza per Amore (Italian opera by Paiesiello, 1789).

Il mio ben.

Norma (Italian opera by Bellini, 1831).

Ah! del Tebro (Act II) (Bass and Chorus).

Casta diva (Act I) (Sop.).

Deh! con te con te li prendi—*includes:* Mira, O Norma (Act II) (Duet: 2 Sopranos).

Le Nozze di Figaro. *See* The Marriage of Figaro.

The Nutcracker [Casse-Noisette] (Russian ballet founded on E. T. A. Hoffmann's story by Tchaikovsky, 1892).

Eight excerpts arranged by the composer as a suite for orch. (1892):

1. Overture Miniature.
2. Marche (Act I).
3. Danse de la Fée Dragée (Act II).
4. Danse Russe Trepak (Act II).
5. Danse Arabe (Act II).
6. Danse Chinoise (Act II).
7. Danse des Mirlitons (Act II).
8. Valse des Fleurs (Act II).

O

Oberon (English opera by Weber, 1826).
Overture (Orch.).
Ocean! thou mighty monster (Act II) (Sop.).

L'Oiseau de Feu. *See* The Fire Bird.

Orfeo. *See* Euridice.

Orfeo ed Eurydice (Italian opera by Gluck, 1762).
Che farò senza Eurydice (Act III) (Alto).
Dance of the Happy Spirits (Act II) (Orch).

Orpheus in the Underworld [Orphée aux Enfers] (French comic opera by Offenbach, 1858).
Overture (Orch.).
Galop (Act II) (Orch.—originally Chorus and Orch.).

Otello (Italian opera by Verdi, 1886).
Ave Maria (Act IV) (Sop.).
Credo: Credo (Act II) (Bar.).

P

I Pagliacci (Italian opera by Leoncavallo, 1892).
Bird song: Stridono lassù (Act I) (Sop.).
Harlequin's Serenade: O Columbina (Act II) (Ten.).
Intermezzo (Act II) (Orch.).
Minuet and Gavotte (Act II) (Orch.).
Prologue (Act I) (Bar.).
Ridi, Pagliaccio. *See* Vesti la giubba.
Vesti la giubba (Act I) (Ten.).

Paride ed Elena. *See* Paris and Helen.

Paris and Helen [Paride ed Elena] (Italian opera by Gluck, 1769).
Gavotte (Act III) (Orch.); *afterwards introduced in his opera:* Iphigenia in Aulis, 1774.
O del mio dolce ardor (Act I) (Ten.).

Parsifal (German opera by Wagner, 1882).
Prelude (Orch.).
Good Friday Spell (Act III) (Orch.).
Procession of the Grail (Act I) (Chorus and Orch.).

Parysatis (French opera by Saint Saens, 1902). Published by A. Durand & Fils; cop. 1902.
Air du Rossignol: La rossignol et la rose (Act II) (Sop.).

Paul and Virginia [Paul et Virginie] (French opera by Victor Massé, 1876).
Parmi les lianes (Act II) (Mezzo-sop.).

The Pearl Fishers [Les Pêcheurs de Perles] (French opera by Bizet, 1863).
De mon amie (Act II) (Ten.).
Romance: Je crois encore entendre (Act I) (Ten.).

Les Pêcheurs de Perles. *See* The Pearl Fishers.

La Perle du Brésil (French opera by Felicien David, 1851).
Overture (Orch.).
Charmant oiseau (Act III) (Sop.).

Peter Schmoll (German opera by Weber, 1803).
Overture (Orch.).

Petroushka (Russian ballet by Stravinski, 1911). (American representative: Galaxy Music Corp., New York.)
(Orch.).

Phèdre (Incidental music to Racine's play by Massenet, 1900).
Overture (Orch.).

Philémon et Baucis (French opera by Gounod, 1860).
Vulcan's Song: Au bruit des lourds marteaux (Act I) (Bass).

The Philter [Le Philtre] (French opera by Auber, 1831).
Overture (Orch.).

Pinafore [H. M. S. Pinafore] (English comic opera by Sullivan, 1878).
Fair moon, to thee I sing (Act II) (Ten.).
For he is an Englishman (Act II) (Chorus).
For I am the captain of the Pinafore (Act I) (Ten.).
I'm called Little Buttercup (Act I) (Alto).
A maiden fair to see (Act I) (Ten.).

The Pirates of Penzance (English comic opera by Sullivan, 1879).
I am a pirate king (Act I) (Bar. and Chorus).
I am the very pattern of a modern major-general (Act I) (Bar. and Chorus).
Poor wand'ring one (Act I) (Sop.).
Policemen's Chorus: When the foeman bares his steel (Act II) (Chorus and Orch.).

Porgy and Bess (American opera by Gershwin, 1935). Published by Gershwin Pub. Corp., New York; cop. 1935.
Bess, you is my woman (Act II) (Bar.).
I got plenty o' nuttin' (Act II) (Bar.).
It ain't necessarily so (Act II) (Ten.).
Lullaby: Summertime (Act I) (Sop.).
My man's gone (Act I) (Sop.).
Summertime *See* Lullaby.
Woman is a sometime thing (Act I) (Bar.).

Le Postillon de Lonjumeau. *See* The Postillon of Lonjumeau.

The Postillon of Lonjumeau [Le Postillon de Lonjumeau] (French opera by Adam, 1836).
Overture (Orch.).

Le Pré aux Clercs. *See* The Duelling Ground.

Preciosa (Incidental music to a German play by Weber, 1821).
Overture (Orch.).

Prince Igor (Russian opera by Boradin, 1890).
Overture (Orch.).
Ballet music: Polovetzian Dances (Act II) (Orch. or Chorus and Orch.).
Yaroslavna's Aria (Act I) (Sop.).

Princess Ida (English comic opera by Sullivan, 1884).
Twenty years ago [Ida was a twelvemonth old] (Act I) (Ten.).

Prometheus [Die Geschöpfe des Prometheus] (Ballet by Beethoven, 1801).
Overture (Orch.).

Le Prophete (French opera by Meyerbeer, 1849).
Ah, mon fils (Act II) (Alto).
Coronation March (Act IV) (Orch.).
Donnez, donnez (Act IV) (Alto).

Le Puits d'Amour. *See* The Well of Love.

I Puritani. *See* The Puritans.

The Puritans [I Puritani] (Italian opera by Bellini, 1835).
Ah per sempre (Act I) (Bar.).
Da quel dì che timirai (Act III) (Duet: Sop. and Ten.).
Polacco: Son vergin vezzosa (Act I) (Sop.).
Quì la voce (Act II) (Sop.).

Q

The Queen of Sheba [Die Königin von Saba] (German opera by Carl Goldmark, 1875).
Ballet music—Dance of the Bayaderes; Bee Dance; Vail Dance (Act III) (Orch.).
Processional March: Entrance of the Queen of Sheba (Act I) (Orch.).
Scene of the Sulamite: Der Freund ist dein (Act I) (Sop. and Women's Chorus).

The Queen of Sheba [La Reine de Saba] (French opera by Gounod, 1862).
Cortége [March] (Act I) (Orch.).
Inspirez-moi (Act II) (Ten.).
Plus grand sans son obscurité (Act III) (Sop.).

R

Raymond (French opera by Ambroise Thomas, 1851).
Overture (Orch.).

La Reine de Saba. *See* The Queen of Sheba.

Rienzi (German opera by Wagner, 1842).
Overture (Orch.).
Battle Hymn (Act III) (Men's Chorus and Orch.).
Chorus of the Messengers of Peace (Women's Chorus unaccompanied)
Gerechter Gott (Act III) (Mezzo-sop.).
Prayer: Allmäch'tger Vater (Act V) (Ten.).

Rigoletto (Italian opera by Verdi, 1851).
Caro nome (Act I) (Sop.).
Cortigiani, ril razza dannata (Act II) (Bar.).
La donna è mobile (Act III) (Sop.).
Monologue: Pari siamo! (Act I) (Bar.).
Quartet: Un di, se ben rammentomi (Act III) (Sop., Alto, Ten., Bass).
Questa o quella (Act I) (Ten.).

Rinaldo (Italian opera by Handel, 1710).
Lascia ch'io piange (Act II) (Sop.).

The Ring of the Nibelungs [Der Ring des Nibelungen] (Collective title of a cycle of four connected German operas or music-dramas by Richard Wagner, first performed in its entirety, 1876).
DAS RHEINGOLD (Prelude of the cycle, 1869).
Entrance of the Gods into Valhalla (Scene III) (Orch.).
Erda's Warning: Weiche, Wotan, Weiche! (Scene III) (Alto).
DIE WALKUERE (Part I of the cycle, 1870).
Brünnhilde's War Cry: Ho-yo-to-ho (Act II) (Sop.).
Ride of the Valkyries (Act III).
Siegmund's Love Song (Act I) (Ten.).
Wotan's Farewell (Bar.) and Magic Fire Music (Orch.) (Act III).
SIEGFRIED (Part II of the cycle, 1876).
Forest Murmurs—*German:* Waldweben (Act II) (Orch.).
GOETTERDAEMMERUNG (Part III of the cycle, 1876).
Brünnhilde's Immolation (Act III) (Sop.).
Siegfried's Funeral March (Act III) (Orch.).
Siegfried's Rhine Journey (Prologue) (Orch.).

Robert the Devil [Robert le Diable] (French opera by Meyerbeer, 1831).
Cavatina: Robert! toi que j'aime—*Italian:* Roberto o tu che adoro (Act IV) (Mezzo-sop.).

Le Roi de Lahore (French opera by Massenet, 1877).
Ferme les yeux, ô belle maitresse (Act II) (Alto).
Promesse de mon avenir (Act IV) (Bar.).

Le Roi d'Ys. *See* The King of Ys.

Le Roi d'Yvetot. *See* The King of Yvetot.

Le Roi l'a Dit (French opera by Delibes, 1873).
Overture (Orch.).

Le Roi s'Amuse (Incidental music to Victor Hugo's drama by Delibes).
Passepied (Orch.).

Romeo and Juliet [I Capuletti a Montecchi] (Italian opera by Bellini, 1830).
Overture (Orch.).

Romeo and Juliet [Romeo et Juliette] (French opera by Gounod, 1867).
Madrigal: Ange adorable (Act I) (Duet: Sop. and Ten.).
Queen Mab Ballad: Mab, la reine des mensonges (Act I) (Bar.).
Waltz Song: Je veux vivre (Act I) (Sop.).

Romeo et Juliette. *See* Romeo and Juliet.

Romeo und Julia auf dem Dorfe. *See* A Village Romeo and Juliet.

Rosamunda (Incidental music to a German drama by Schubert, 1823).
Overture (Orch.)—originally composed for his melodrama, Die Zauberharfe [The Magic Harp] (1820).
Ballet music (Orch.).
Entr'acte (Act II) (Orch.).

Der Rosenkavalier (German opera by Richard Strauss, 1911). Published by Adolph Fürstner, Berlin; cop. 1910.
Waltzes (Orch.).

Ruddigore (English comic opera by Sullivan, 1887).
To a garden full of posies [Cheerily carols the lark] (Act I) (Alto).

Die Ruinen von Athen. *See* The Ruins of Athens.

The Ruins of Athens [Die Ruinen von Athen] (Incidental music to a play by Beethoven, 1812).
Chorus of Dervishes (Men's Chorus and Orch.).
Turkish March (Orch.).

Russlan and Ludmilla (Russian opera by Glinka, 1842).
Overture (Orch.).

S

Sadko (Russian opera by Rimsky-Korsakoff, 1898).
Song of India (Act IV) (Ten.).
Song of the Viking Guest (Act IV) (Bass).

Salome (German opera by Richard Strauss, 1905). Published by Adolph Fürstner, Berlin; cop. 1905.
Salome's Dance (Orch.).

Samson et Dalila (French opera by Saint Saëns, 1877 in German; 1890 in French).
Amour, viens aider (Act II) (Alto).
Duet of the High Priest and Dalila (Act II) (Alto and Bar.).
Bacchanale (Act III) (Orch.).
Mon coeur s'ouvre á ta voix (Act II) (Alto).
Printemps qui commence (Act I) (Alto).

Sapho (French opera by Gounod, 1851).
O ma lyre immortelle (Act III) (Mezzo-sop. or Alto).

Der Schauspieldirektor. *See* The Impresario.

Schwanda, der Dudelsackpfeifer. *See* Schwanda, the Bagpiper.

Schwanda, the Bagpiper [Schwanda, der Dudelsackpfeifer] (Bohemian opera by Jaromir Weinberger, 1927). Published by Universal Edition A. G., Vienna; cop. 1928.
Fugue (Act II) (Orch.).
Polka (Act I) (Orch.).

The Secret Marriage [Il Matrimonio Segreto] (Italian opera by Cimarosa, 1792).
Overture (Orch.).

The Secret of Suzanne [Il Segreto di Susanna] (Italian opera by Wolf-Ferrari, 1909). Published by G. Schirmer, Inc., New York, 1911, by Josef Weinberger, Leipzig.
Overture (Orch.).

Il Segreto di Susanna. *See* The Secret of Suzanne.

Semele (English oratorio to an operatic libretto by Handel, 1744).
Oh sleep, why dost thou leave me? (Act II) (Sop.).
Where'er you walk (Act II) (Ten.).

Semiramide (Italian opera by Rossini, 1823).
Overture (Orch.).
Ah! quel giorno (Act I) (Alto).
Bel raggio lusinghier (Act I) (Sop.).
Bella immago degli Dei (Act I) (Duet: Alto and Bass).
Giorno d'orrore (Act II) (Duet: Sop. and Alto).
In si barbara sciagura (Act II) (Alto).

Serse. *See* Xerxes.

Shanewis (American opera by Charles Wakefield Cadman, 1918). Published by White-Smith Music Pub. Co., Boston; cop. 1918.
Spring Song of the Robin Woman (Mezzo-sop.).

Si j'étais Roi. *See* If I Were King.

The Siege of Corinth [L'Assedio di Corinto] (Italian opera by Rossini, 1826).
Overture (Orch.).

The Siege of Rochelle (English opera by Balfe, 1835).
Overture (Orch.).

Simon Boccanegra (Italian opera by Verdi, 1857).
Il lacerato spirito (Prologue) (Bass).

The Sleeping Beauty [La Belle au Bois Dormant] (Russian ballet by Tchaikovsky, 1890).
Waltz (Act I) (Orch.).

Snegourotchka (Russian opera by Rimsky-Korsakoff, 1882).
Dance of the Buffoons (Act III) (Orch.).
Snegourotchka's Aria (Act I) (Sop.).
Song of the Czar—*also known as:* Cavatina of the Czar Berendey (Act II) (Ten.).
(Third) song of the shepherd Lehl (Act III) (Alto).

El Sombrero de Tres Picos. *See* The Three-cornered Hat.

La Sonnambula (Italian opera by Bellini, 1831).
Ah! non credea (Act II) (Sop.).

The Sorcerer (English comic opera by Sullivan, 1877).
For love alone (Act I) (Ten.).
Happy young heart (Act I) (Sop.).
It is not love (Act II) (Ten.).
My name is John Wellington Wells (Act I) (Bar.).
Time was, when Love and I were well acquainted (Act I) (Bar.).

Stradella [Alessandro Stradella] (German opera by Flotow, 1837).
Overture (Orch.).

Sylvia (French ballet by Delibes, 1876).
Marche et Cortége du Bacchus (Act III) (Orch.).
Pizzicati—*known as:* The Pizzicato Polka (Act III) (Orch.).
Valse lente (Act I) (Orch.).

T

The Tales of Hoffmann [Les Contes d'Hoffmann] (French opera by Offenbach, 1881).
Barcarolle: Belle nuit, ô nuit d'amour (Act III) (Chorus).
Doll Song: Les oiseaux dans la charmille (Act II) (Sop.).
Elle a fui, la tourterelle (Act IV) (Sop.).
Jewel Song: Scintille, diamant (Act III) (Bar.).

Tancredi (Italian opera by Rossini, 1813).
Overture (Orch.).
Di tanti palpiti (Act I) (Alto).

Tannhauser (German opera by Wagner, 1845).
Overture (Orch.).
Bacchanale (Act I) (Orch.).
Dich, teure Halle (Act II) (Sop.).
Elizabeth's Prayer: Allmäch'ge Jungfrau (Act III) (Sop.).
Pilgrims' Chorus (Act III) (Men's Chorus and Orch.).
Processional March and Entrance of the Guests in the Wartburg (Act II) (Chorus and Orch.).
To the Evening Star (Act III) (Bar.).

Thais (French opera by Massenet, 1894) Published by Heugel et Cie., Paris; cop. 1894.
Meditation (Act II) (Orch.).

The Thieving Magpie [La Gazza Ladra] (Italian opera by Rossini, 1817).
Overture (Orch.).

The Three-cornered Hat [El Sombrero de Tres Picos] (Spanish ballet by Manuel de Falla, 1919). Published by J. and W. Chester, Ltd.; cop. 1921.
Three dances—The Neighbors; The Miller's Dance; Final Dance (Orch.). Cop. 1925.

Tigrane (Italian opera by Scarlatti, 1715).
All'aquisto di gloria.
Già, il sole dal Gange.

Titus [La Clemenza di Tito] (Italian opera by Mozart, 1791).
Overture (Orch.).

Tosca (Italian opera by Puccini, 1900) Published by G. Ricordi & Co., Milan; cop. 1899.
E lucevan le stelle (Act III) (Ten.).
Vissi d'arte (Act II) (Sop.).

Die Tote Stadt. *See* The Dead City.

La Traviata (Italian opera by Verdi, 1853).
Prelude (Act I) (Orch.).
Prelude (Act III) (Orch.).
Addio del passato (Act III) (Sop.).
Ah, fors' e lue (Act I) (Sop.).
Brindisi: Libiamo ne' lieti calici (Act I) (Ten.).
Dé miei bollenti spiriti (Act II) (Ten.).
Di Provenza il mar (Act II) (Bar.).
Parigi, o cara (Act III) (Duet: Sop. and Ten.).

Le Tribut de Zamora. *See* The Tribute to Zamora.

The Tribute to Zamora [Le Tribut de Zamora] French opera by Gounod, 1881).
Ballet music: Barcarolle (Sop.), Danse grecque, Pas des guirlandes, Valse, Danse espagnole, Danse arabe, Danse des pointes, Danse Italienne (Act III) (Orch.).

Tristan and Isolde (German opera by Wagner, 1865).
Prelude.
Love Death—*German: Liebestod* (Act III) (Sop.).

Der Trompeter von Säkkingen. *See* The Trumpeter of Säckingen.

The Trumpeter of Säckingen [Der Trompeter von Säkkingen] (German opera by Nessler, 1882).

Werner's Farewell: Es hat nicht sollen sein—*also known as*: Behüt' dich Gott! es wär' zu schön gewesen (Act II) (Bar.).

Il Trovatore (Italian opera by Verdi, 1853).

Ai nostri monti (Act IV) (Duet: Alto and Ten.).

Anvil Chorus (Act II).

Il balen (Act II) (Bar.).

Di quella pirra (Act II) (Ten.).

Miserere (Act IV) (Sop., Ten., and Chorus).

Stride la vampa! (Act II) (Alto).

V

Der Vampyr. *See* The Vampire.

The Vampire [Der Vampyr] (German opera by Marschner, 1828).

Overture (Orch.).

Die Verkaufte Braut. *See* The Bartered Bride.

I Vespri Siciliani (Italian opera by Verdi, 1855).

Overture (Orch.).

O, tu Palermo (Act II) (Bass).

La Vida Breve. *See* A Brief Life.

A Village Romeo and Juliet [Romeo und Julia auf dem Dorfe] (German opera by Frederick Delius, 1907). Published by Universal Edition, Vienna; cop. 1910.

Intermezzo: The Walk to Paradise Garden (Scene V) (Orch.). Published by Universal Edition, Vienna; cop. 1934.

W

La Wally (Italian opera by Catalani, 1892).

Ebben? ne andro lontona (Act I) (Sop.).

The Watercarrier [Les Deux Journées] (French opera by Cherubini, 1800).

Overture (Orch.).

The Well of Love [Le Puits d'Amour] (French opera by Balfe, 1843).

Overture (Orch.).

Werther (French op. by Massenet, 1892). Published by Heugel et Cie.; cop. 1892.

Chant d'Ossian: Pourquoi me réveiller? *Italian:* Ah! non mi ridestar! (Act III) (Ten.).

The White Lady [La Dame Blanche] (French opera by Boieldieu, 1825).

Overture (Orch.).

William Ratcliff [Guglielmo Ratcliff] (Italian opera by Mascagni, 1895). Published by Edoardo Sonzogno, Milan (now G. Ricordi & Co., Milan); cop. 1895.

Intermezzo: Ratcliff's Dream (Act II) (Orch.).

William Tell [*French;* Guillaume Tell; *Italian:* Guglielmo Tell] (French opera by Rossini, 1829).

Overture (Orch.).

X

Xerxes [Serse] (It. opera by Handel, 1738).

Largo: Ombra mai fu (Act I) (Sop. or Mezzo-sop.).

Y

The Yellow Princess [La Princesse Jaune] (French opera by Saint Saëns, 1872).

Overture (Orch.).

The Yeomen of the Guard (English comic opera by Sullivan, 1888).

Is life a boon? (Act I) (Ten.).

When maiden loves (Act I) (Alto).

Z

Zampa (French opera by Louis Hérold, 1831).

Overture (Orch.).

Zanetta (French opera by Auber, 1840).

Overture (Orch.).

Die Zauberflöte. *See* The Magic Flute.

Zazà (Italian opera by Leoncavallo, 1900). Published by Casa Musicale Sonzogno, Milan (now G. Ricordi & Co., Milan); cop. 1900.

Zazà, piccola zingara (Act IV) (Bar.).

Zemire and Azor [Zemire und Azor] (German opera by Spohr, 1819).

Rose, wie bist du so reizend—*English:* Rose softly blooming (Alto).

Zemire und Azor. *See* Zemire and Azor.

SONGS AND INSTRUMENTAL NUMBERS FROM STAGE AND SCREEN

Compiled by

JULIUS MATTFELD

Author's note: The following list is an attempt to gather together, in alphabetical order, the titles of some of the best known songs and orchestral pieces in the light operas, musical comedies and motion pictures of the last few decades. It makes no pretense to completeness and endeavors to show no partiality either to American or English music publishers, despite the recurrence of certain names. Although care has been exercised in its compilation, it may possibly be subject to errors and omissions, particularly with regard to the notations of copyright. In some cases, due to lack of information, the compiler was unable to supply the date of copyright renewal.

Editor's note: The sequence of the notations runs thus: name of musical selection; derivation (film or stage); composer; publisher and date of copyright. For data on the compiler, Mr. Mattfeld, see the previous section in this volume.

A

About a quarter to nine (film: Go Into Your Dance). H. Warren. M. Witmark & Sons, cop. 1935.

Absinthe frappè (It Happened In Nordland). V. Herbert. M. Witmark & Sons, cop. 1904.

Accent on youth (film: Accent On Youth). V. Lawnhurst. Famous Music Corp., cop. 1935.

After all you're all I'm after (She Loves Me Not). A. Schwartz. Harms Inc., cop. 1933.

Ah but is it love (film: Moonlight and Pretzels). J. Gorney. Harms Inc., cop. 1933.

Ah! sweet mystery of life (Naughty Marietta). V. Herbert. M. Witmark & Sons, cop. 1910.

Ain't it funny what a difference just a few hours make (The Yankee Consul). A. Robyn. M. Witmark & Sons, cop. 1903.

Ain't misbehavin' (Hot Chocolates). T. Waller and H. Brooks. Mills Music, Inc., cop. 1929.

Ain't nature grand? (Ziegfeld Follies of 1921). I. Bibo. Leo Feist, Inc., cop. 1921.

Alice blue gown (Irene). H. Tierney. Leo Feist, Inc., cop. 1919.

All alone (The Music Box Revue). I. Berlin. Irving Berlin, Inc., cop. 1924.

All alone Monday (The Ramblers). H. Ruby. Harms Inc., cop. 1926.

All for you (The Princess Pat). V. Herbert. M. Witmark & Sons, cop. 1915.

All the king's horses (Three's A Crowd). A. Wilder, E. Brandt and H. Dietz. Harms Inc., cop. 1930.

All I do is dream of you (film: Sadie McKee). N. H. Brown. Robbins Music Corp., cop. 1934 by Metro-Goldwyn-Mayer; assigned 1934 to Robbins Music Corp.

All my life (film: Laughing Irish Eyes). S. Stept. Sam Fox Publishing Co., cop. 1936.

All through the night (Anything Goes). C. Porter. Harms Inc., cop. 1934.

Allah's holiday (Katinka). R. Friml. G. Schirmer, Inc., cop. 1916.

Alma where do you live? (Alma Where Do You Live?). A. Philipp. Remick Music Corp., cop. 1910.

Alone (film: A Night At The Opera). N. H. Brown. Robbins Music Corp., cop. 1935.

Alone together (Flying Colors). A. Schwartz. Harms Inc., cop. 1932.

Always leave them laughing when you say goodbye (Mother Goose). G. M. Cohan. Jerry Vogel Music Co., cop. 1903 by F. A. Mills; renewed 1931 by George M. Cohan.

The amorous goldfish (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to The Boston Music Co.

Angela mia (film: Street Angel). E. Rapee. DeSylva, Brown & Henderson, Inc., cop. 1928.

The angelus (Sweethearts). V. Herbert, G. Schirmer, Inc., cop. 1913.

Anything Goes (Anything Goes). C. Porter. Harms Inc., cop. 1934.

April in Paris (Walk a Little Faster). V. Duke. Harms Inc., cop. 1932.

April showers (Bombo). L. Silvers. Harms Inc., cop. 1921.

Aren't we all (film: Sunnyside Up). R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

Armorer's song (Robin Hood). R. DeKoven. G. Schirmer, Inc., cop. 1891; renewed 1919 by R. DeKoven.

Ask her while the band is playing (The Rose of Algeria). V. Herbert. Chas. K. Harris, cop. 1908.

At midnight on my pillow lying (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

Auf Wiedersehn (The Blue Paradise). S. Romberg. G. Schirmer, Inc., cop. 1915.

B

Babes in the wood (Very Good Eddie). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

Baby, take a bow (film: Stand Up And Cheer!). L. Brown and J. Gorney. Sam Fox Publishing Co., cop. 1934 by Movietone Music Corp.

Bagdad (Sinbad). A. Jolson. G. Schirmer, Inc., cop. 1918.

Bagdad (The Lady of the Slipper). V. Herbert. M. Witmark & Sons, cop. 1912.

Bambalina (The Wildflower). V. Youmans and H. Stothart. Harms Inc., cop. 1923.

Bandana days (Shuffle Along). N. Sissle and E. Blake. M. Witmark & Sons, cop. 1919.

Bandana land (It Happened in Nordland). V. Herbert. M. Witmark & Sons, cop. 1905.

Barnum had the right idea (The Little Millionaire). G. M. Cohan. Cohan & Harris, cop. 1911.

The beautiful ship from toyland (The Firefly). R. Friml. G. Schirmer, Inc., cop. 1912.

Because you're you (The Red Mill). V. Herbert. M. Witmark & Sons, cop. 1906.

Begin the beguine (Jubilee). C. Porter. Harms Inc., cop. 1935.

A bench in the park (film: King Of Jazz). M. Ager. Yellen & Bornstein, cop. 1930.

The best things in life are free (Good News). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1927.

Between the devil and the deep blue sea (Rhyth-Mania). H. Arlen. Mills Music, Inc., cop. 1931.

Beyond the blue horizon (film: Monte Carlo). R. A. Whiting and W. F. Harling. Famous Music Corp., cop. 1930.

Bidin' my time (Girl Crazy). G. Gershwin. New World Music Corp., cop. 1930.

Bill (Show Boat). J. Kern. T. B. Harms Co., cop. 1927.

The bird and the bottle—eccentric dance (Woodland). G. Luders. M. Witmark & Sons, cop. 1904.

The birth of passion (Madame Sherry). K. Hoschna. M. Witmark & Sons, cop. 1910.

The birth of the blues (George White's Scandals). R. Henderson. Harms Inc., cop. 1926.

Black bottom (George White's Scandals). R. Henderson. Harms, Inc., cop. 1926.

Blow, Gabriel, Blow (Anything Goes). C. Porter. Harms Inc., cop. 1934.

Blow the smoke away (The Time, The Place And The Girl). J. Howard. Jerry Vogel Music Co., Inc., cop. 1906 by Chas. K. Harris; renewed 1934 by Jerry Vogel Music Co., Inc.

The blue room (The Girl Friend). R. Rodgers. Harms Inc., cop. 1926.

Body and soul (Three's a Crowd). J. W. Green. Harms Inc., cop. 1930.

Bojangles of Harlem (film: Swing Time). J. Kern. Chappell & Co., Inc., cop. 1936 by Jerome Kern.

The Bowery (A Trip to Chinatown). P. Gaunt. Harms Inc., cop. 1892.

The boy guessed right (The Runaway Girl). L. Monckton. Chappell & Co., Ltd., cop. 1898.

Bring me a rose (The Arcadians). L. Monckton. Chappell & Co., Ltd., cop. 1909.

Broadway melody (film: The Broadway Melody). N. H. Brown. Robbins Music Corp., cop. 1929.

Broadway rhythm (film: Broadway Melody of 1936). N. H. Brown. Robbins Music Corp., cop. 1935.

Brother can you spare a dime? (Americana). J. Gorney. Harms Inc., cop. 1932.

Brown October ale (Robin Hood). R. DeKoven. G. Schirmer, Inc., cop. 1891; renewed 1919 by R. DeKoven.

The bubble (High Jinks). R. Friml. G. Schirmer, Inc., cop. 1913.

Button up your overcoat (Follow Thru). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

By a waterfall (film: Footlight Parade). S. Fain. M. Witmark & Sons, cop. 1933.

By the Saskatchewan (The Pink Lady). I. Caryll. Chappell & Co., Ltd., cop. 1910.

Bye and bye (Dearest Enemy). R. Rodgers. Harms Inc., cop. 1925.

C

Can't help lovin' dat man (Show Boat). J. Kern. T. B. Harms Co., cop. 1927.

Can it be love, at last? (Fiddlers Three). A. Johnstone. M. Witmark & Sons, cop. 1918.

Can't we be friends? (The Little Show). K. Swift. Harms Inc., cop. 1929.

Carioca (film: Flying Down to Rio). V. Youmans. T. B. Harms Co., cop. 1933 by Max Dreyfus and Vincent Youmans.

Carolina in the morning (Passing Show of 1922). W. Donaldson. Jerome H. Remick & Co., cop. 1922.

Casino de Paree (film: Go Into Your Dance). H. Warren. M. Witmark & Sons, cop. 1935.

Castle of dreams (Irene). H. Tierney. Leo Feist, Inc., cop. 1919.

Charleston (Runnin' Wild). J. Johnson. Harms Inc., cop. 1923.

Cheek to cheek (film: Top Hat). I. Berlin. Irving Berlin, Inc., cop. 1935.

Cheerful little earful (Sweet And Low). H. Warren. Remick Music Corp., cop. 1930.

Chin, Chin, Chinaman (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to The Boston Music Co.

China Rose (China Rose). A. B. Sloane. M. Witmark & Sons, cop. 1924.

A Chinese lullaby (East Is West). R. H. Bowers. G. Schirmer, Inc., cop. 1919.

Chon Kina (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to the Boston Music Co.

Clap yo' hands (Oh, Kay!). G. Gershwin. Harms Inc., cop. 1926.

The cobbler's song (Chu Chin Chow). F. Norton. Edward B. Marks Music Co., cop. 1920.

Cocktails for two (film: Murder At The Vanities). A. Johnston and S. Coslow. Famous Music Corp., cop. 1934 by Paramount Productions Music Corp., assigned 1934 to Famous Music Corp.

Come and have a swing with me (Jack O' Lantern). I. Caryll. Chappell & Co., Ltd. cop. 1917.

Come down ma evenin' star (Twirly Wirly). J. Stromberg. M. Witmark & Sons, cop. 1902.

Come on down town (The Yankee Prince). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1908 by Cohan & Harris; renewed 1936 by George M. Cohan.

Commanderess in chief (It Happened in Nordland). V. Herbert. M. Witmark & Sons, cop. 1905.

The continental (Gay Divorcee). C. Conrad. Harms Inc., cop. 1934.

Cossack love song (Song of the Flame). H. Stothart and G. Gershwin. Harms Inc., cop. 1926.

Cosi cosa (film: A Night at the Opera). B. Kaper and W. Jurmann. Robbins Music Corp., cop. 1935.

Crazy for you (Treasure Girl). *See* K-ra-zy for you.

The cricket on the hearth (Sweethearts). V. Herbert. G. Schirmer, Inc., cop. 1913.

Crinoline days (Music Box Revue). I. Berlin. Irving Berlin, Inc., cop. 1922.

Cross your fingers (Sons O' Guns). A. Swanstrom, B. Davis and J. F. Coots. Davis, Coots & Engel, Inc., cop. 1929.

Cross your heart (Queen High). L. E. Gensler. Harms Inc., cop. 1926.

The crusader's march (Maid Marian). R. DeKoven. Schuberth & Co., cop. 1901.

Cryin' for the Carolines (film: Spring Is Here). H. Warren. Remick Music Corp., cop. 1929.

Cuban love song (film: The Cuban Love Song). H. Stothart, J. McHugh and D. Fields. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

Cuddle up a little closer (The Three Twins). K. Hoschna. M. Witmark & Sons, cop. 1908.

Czardas (The Fortune Teller). *See* Romany life.

D

Dance, my darlings (May Wine). S. Romberg. Chappell & Co., Inc., cop. 1935.

Dancing feet (film: Dancing Feet). S. H. Stept. Santly Bros.-Joy, Inc., cop. 1935 by Republic Pictures Corp.; assigned 1936 to Santly Bros.-Joy, Inc.

Dancing in the dark (The Band Wagon). A. Schwartz. Harms Inc., cop. 1931.

Dancing the devil away (Lucky). J. Kern. T. B. Harms Co., cop. 1927.

Darkest the hour (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

Dear eyes that haunt me (The Circus Princess). E. Kálmán. Harms Inc., cop. 1926 by Emmerich Kálmán, Julius Brammer and Alfred Grünewald; cop. 1927 by Harms Inc.

Dear mother, in dreams I see her (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

Dearest heart of my heart (Rob Roy). R. DeKoven. G. Schirmer, Inc., cop. 1894.

Deep in my heart, dear (The Student Prince). S. Romberg. Harms Inc., cop. 1924.

Deep in your eyes (The Half Moon). V. Jacobi. Harms Inc., cop. 1920.

Delishious (film: Delicious). G. Gershwin. New World Music Corp., cop. 1931.

The desert song (The Desert Song). S. Romberg. Harms Inc., cop. 1926.

Did I remember (film: Suzy). W. Donaldson. Leo Feist, Inc., cop. 1936.

Did you ever see a dream walking? (film: Sitting Pretty). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1933.

Digga-digga-do (Blackbirds of 1928). J. McHugh. Mills Music Co., cop. 1928.

Dinner at eight (film: Dinner At Eight). J. McHugh. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

Do-do-do (Oh, Kay). G. Gershwin. Harms Inc., cop. 1926.

Do it again! (The French Doll). G. Gershwin. Harms Inc., cop. 1912.

Doctor Tinkle Tinker (The Girl of My Dreams). K. Hoschna. M. Witmark & Sons, cop. 1910.

Don't ever leave me! (Sweet Adeline). J. Kern. T. B. Harms Co., cop. 1929.

Don't hold everything (Hold Everything). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

Don't let it bother you (film: Gay Divorcee). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

Do the New York (Ziegfeld Follies of 1931). J. P. Murray, B. Trivers and B. Oakland. Miller Music, Inc., cop. 1931.

D'ye love me? (Sunny). J. Kern. T. B. Harms Co., cop. 1925.

Doin' the uptown lowdown (film: Broadway Thru A Keyhole). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1933.

Dream lover (film: The Love Parade). V. Schertzinger. Famous Music Corp., cop. 1930.

The dream melody — intermezzo (Naughty Marietta). V. Herbert. M. Witmark & Sons, cop. 1910.

Drinking song (The Student Prince). S. Romberg. Harms Inc., cop. 1924.

Drums in my heart (Through the Years). V. Youmans. Miller Music, Inc., cop. 1931.

E

East of the sun and west of the moon (Stags at Bay). B. Bowman. Santly Bros.-Joy, Inc., cop. 1935 by Princeton University Triangle Club; assigned 1935 to Santly Bros.

Easter parade (As Thousands Cheer). I. Berlin. Irving Berlin, Inc., cop. 1933.

Eeeny meeny miney mo (film: To Beat The Band). M. Malneck. Irving Berlin, Inc., cop. 1935.

Eileen Alanna Asthore (Eileen). V. Herbert. M. Witmark & Sons, cop. 1917.

Elizabeth (film: Wonder Bar). R. Katscher. Harms Inc., cop. 1931.

Embraceable you (Girl Crazy). G. Gershwin. New World Music Corp., cop. 1930.

Every day is ladies' day to me (The Red Mill). V. Herbert. M. Witmark & Sons, cop. 1906.

Every girl loves me but the girl I love (The Girl of My Dreams). K. Hoschna. M. Witmark & Sons, cop. 1910.

Every little movement (Madame Sherry). K. Hoschna. M. Witmark & Sons, cop. 1910.

Everybody ought to know how to do the tickle toe (Going Up). L. A. Hirsch. M. Witmark & Sons, cop. 1918.

Everything I have is yours (film: Dancing Lady). B. Lane. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp., assigned 1933 to Robbins Music Corp.

Exactly like you (Lew Leslie's International Revue). J. McHugh. Shapiro, Bernstein & Co., Inc., cop. 1930.

F

Fair and warmer (film: Twenty Million Sweethearts). H. Warren. M. Witmark & Sons, cop. 1934.

Fare thee well (film: Many Happy Returns). S. Coslow. Famous Music Corp., cop. 1934.

Fare thee well, Annabelle (film: Sweet Music). A. Wrubel. Remick Music Corp., cop. 1934.

Fascinating rhythm (Lady, Be Good!). G. Gershwin. Harms Inc., cop. 1924.

Feeling I'm falling (Treasure Girl). G. Gershwin. New World Music Corp., cop. 1928.

Fiddlers three (Fiddlers Three). A. Johnstone. M. Witmark & Sons, cop. 1918.

Fine and dandy (Fine and Dandy). K. Swift. Harms Inc., cop. 1930.

Florodora sextet. *See* Tell me pretty maiden.

Florida, the moon and you (Ziegfeld's American Revue of 1926). R. Friml. Harms Inc., cop. 1926.

Flying down to Rio (film: Flying Down to Rio). V. Youmans. T. B. Harms Co., cop. 1933.

Follow me (Somebody's Sweetheart). A. Bafunno. Harms Inc., cop. 1918.

Following the sun around (Rio Rita). H. Tierney. Leo Feist, Inc., cop. 1927.

Fortunio's song (Fortunio). A. Messager. Chappell & Co., Ltd., cop. 1907 by Ghoudens; cop. 1929 by Chappell & Co., Ltd.

Forty-five minutes from Broadway (Forty-five Minutes from Broadway). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1905 by F. A. Mills; renewed 1933 by George M. Cohan.

Forty-second street (film: Forty-second Street). H. Warren. M. Witmark & Sons, cop. 1932.

Fountain fay (The Spring Maid). H. Reinhardt. Edward B. Marks Music Corp., cop. 1909 by Breitkopf & Härtel; assigned 1910 to Jos. W. Stern & Co.

Frasquita serenade (Frasquita). *See* My little nest of heavenly blue.

The "free and easy" (film: Free and Easy). F. E. Ahlert. Robbins Music Corp., cop. 1930 by Metro-Goldwyn-Mayer Corp.

From the top of your head to the tip of your toes (film: Two for Tonight). H.

Revel. Crawford Music Corp., cop. 1935 by Paramount Productions Music Corp.; assigned 1935 to Crawford Music Corp.

Fun to be fooled (Life Begins at 8:40). H. Arlen. Harms Inc., cop. 1934.

G

Gather the rose (The White Eagle). R. Friml. Mills Music Co., cop. 1928 by Waterson, Berlin & Snyder Co.; assigned 1931 to Mills Music Co.

Gentlemen prefer blondes (Queen High). L. E. Gensler. Harms Inc., cop. 1926.

Giannina mia (The Firefly). R. Friml. G. Schirmer, Inc., cop. 1912.

The girl friend (The Girl Friend). R. Rodgers. Harms Inc., cop. 1926.

The girl is you and boy is me (George White's Scandals). R. Henderson. Harms Inc., cop. 1926.

The girl on the magazine cover (Stop! Look! Listen!). I. Berlin. Irving Berlin, Inc., cop. 1915.

The girl with a brogue (The Arcadians). L. Monckton. Chappell & Co., Ltd., cop. 1909.

Give me a moment please (film: Monte Carlo). R. A. Whiting and W. F. Harling. Famous Music Corp., cop. 1930.

Give me a roll on a drum (Melody). S. Romberg. Harms, Inc., cop. 1933.

Give me one hour (The White Eagle). R. Friml. Mills Music Co., cop. 1928 by Waterson, Berlin & Snyder Co.; assigned 1931 to Mills Music Co.

Give my regards to Broadway (Little Johnny Jones). G. M. Cohan. Jerry Vogel Music Co., Inc., cop 1904 by F. A. Mills; renewed 1932 by George M. Cohan.

Go into your dance (film: Go Into Your Dance). H. Warren. M. Witmark & Sons, cop. 1935.

The ghost that never walked (Piff, Paff, Pouf). J. Schwartz. Remick Mus. Corp., cop. 1904.

Going up (Going Up). L. A. Hirsch. M. Witmark & Sons, Cop. 1917.

The gold diggers' song (film: Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

Good-abye, John (The Red Mill). V. Herbert. M. Witmark & Sons, cop. 1906.

Good-by Flo (Little Johnny Jones). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1904 by F. A. Mills; renewed 1932 by George M. Cohan.

Good news (Good news). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1927.

Good night (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n. d.

Goodbye, girls, I'm through (Chin-Chin). I. Caryll. Chappell & Co., Ltd., cop. 1914.

Great day (Great Day!) V. Youmans. Miller Music, Inc., cop. 1929 by V. Youmans, Inc.

Green carnation (Bitter Sweet). N. Coward. Chappell & Co., Ltd., cop. 1929.

The grey house (Fortunio). A. Messager. Chappell & Co., Lt., cop. 1907 by Ghoudens; cop. 1929 by Chappell Co., Ltd.

Gypsy love (Gypsy Love). F. Lehar. Chappell & Co., Ltd., cop. 1912.

Gypsy love song (The Fortune Teller). V. Herbert. M. Witmark & Sons, cop. 1898.

H

Half moon (The Half Moon'). V. Jacobi. Harms Inc., cop. 1920.

Hallelujah! (Hit the Deck). V. Youmans. Harms Inc., cop. 1927.

Happy days are here again (film: Chasing Rainbows). M. Ager. Ager, Yellen & Bornstein, Inc., cop. 1929.

Harrigan (Fifty Miles from Boston). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1907 by F. A. Mills; renewed 1935 by George M. Cohan.

Have a heart (Follies of 1916). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

Ha-za-zaa (Sari). E. Kálmán. Edw. B. Marks Music Co., cop. 1912 by Josef Weinberger; cop. 1915 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Co.

He ain't got rhythm (film: On The Avenue). I. Berlin. I. Berlin, Inc., cop. 1937.

Head over heels (Head Over Heels). J. Kern. T. B. Harms Co., cop. 1918.

Head over heels in love (film: Head Over Heels In Love). H. Revel. Leo Feist, Inc., cop. 1936 by The Cinephonic Music Co., Ltd.

Heat wave (As Thousands Cheer). I. Berlin. Irving Berlin, Inc., cop. 1933.

Heaven will protect the working girl (Tillie's Nightmare). A. B. Sloane. Jerry Vogel Music Co., Inc., cop. 1909 by Chas. K. Harris; renewed 1937 by Jerry Vogel Music Co., Inc.

Heidelberg [The Stein Song] (The Prince of Pilsen). G. Luders. M. Witmark & Sons, cop. 1902.

Here am I (Sweet Adeline). J. Kern. T. B. Harms Co., cop. 1929.

Here in my arms (Dearest Enemy). R. Rodgers. Harms Inc., cop. 1925.

Here's love in your eye (film: The Big Broadcast Of 1937). R. Rainger. Famous Music Corp., cop. 1936.

Here's to romance (film: Here's to Romance). C. Conrad and H. Magidson. Sam Fox Publishing Co., cop. 1935 by Movietone Music Corp.

Hiko, Hiko—Korean dance (The Sho-Gun). G. Luders. M. Witmark & Sons, cop. 1904.

Honeymoon (The Time, The Place and The Girl). J. Howard. Jerry Vogel Music Co., Inc., cop. 1906 by Chas. K. Harris; renewed 1934 by Jerry Vogel Music Co., Inc.

Honeymoon hotel (film: Footlight Parade). H. Warren. M. Witmark & Sons, cop. 1933.

Honeymoon lane (Honeymoon Lane). J. F. Hanley. Shapiro, Bernstein & Co., Inc., cop. 1931.

Honeysuckle Rose (film: Load of Coal). T. Waller. Santly Bros.-Joy, Inc., cop. 1929.

How do I look (film: My Weakness). B. G. DeSylva, L. Robin and R. Whiting. Sam Fox Publishing Co., cop. 1933 by Movietone Music Corp.

How's chances (As Thousands Cheer). I. Berlin. Irving Berlin, Inc., cop. 1933.

I

I'm a Jonah man (In Dahomey). A. Rogers. M. Witmark & Sons, cop. 1903.

I'm always chasing rainbows (Oh Look). H. Carroll. Robbins Music Corp., cop. 1918 by McCarthy & Fisher, Inc.; assigned 1928 to Robbins Music Corp.

I'm an old cowhand (film: Rhythm On The Range). J. Mercer. Leo Feist, Inc., cop. 1936.

I'm falling in love with someone (Naughty Marietta). V. Herbert. M. Witmark & Sons, cop. 1910.

I'm in the mood for love (film: Every Night At Eight). J. McHugh. Robbins Music Corp., cop. 1935.

I'm just wild about Harry (Shuffle Along). N. Sissle and E. Blake. Witmark & Sons, cop. 1922.

I'm lonely (Viennese Nights). S. Romberg. Harms Inc., cop. 1930.

I'm putting all my eggs in one basket (film: Follow The Fleet). I. Berlin. Irving Berlin, Inc., cop. 1936.

I'm shooting high (film: King Of Burlesque). J. McHugh. Robbins Music Corp., cop. 1935.

I'm the echo you're the song that I sing (film: I Dream Too Much). J. Kern. T. B. Harms Co., cop. 1935 by Jerome Kern.

I bring a love song (Viennese Nights). S. Romberg. Harms Inc., cop. 1930.

I built a dream one day (May Wine). S. Romberg. Chappell & Co., cop. 1935.

I can't do the sum (Babes In Toyland). V. Herbert. M. Witmark & Sons, cop. 1903.

I can't get started (Ziegfeld Follies of 1936). V. Duke. Chappell & Co., Inc., cop. 1935.

I can't give you anything but love baby (Blackbirds of 1928). J. McHugh. Jack Mills, Inc., cop. 1928.

I cover the waterfront (film: I Cover The Waterfront). J. W. Green. Harms Inc., cop. 1933.

I dare not love you (Princess Flavia). S. Romberg. Harms Inc., cop. 1925.

I feel like a feather in the breeze (film: Collegiate). H. Revel. Famous Music Corp., cop. 1935.

I found a million dollar baby (Crazy Quilt). H. Warren. Remick Music Corp., cop. 1931.

I get a kick out of you (Anything Goes). C. Porter. Harms Inc., cop. 1934.

I give my heart (The Dubarry). C. Millöcker. Chappell & Co., Inc., cop. 1931 by Crescendo Theaterverlag; English edition cop. 1932 by Chappell & Co., Ltd.

I got rhythm (Girl Crazy). G. Gershwin. New World Music Corp., cop. 1930.

I happen to like New York (The New Yorkers). Cole Porter. Harms Inc., cop. 1931.

I've got a feelin' you're foolin' (film: Broadway Melody Of 1936). N. H. Brown. Robbins Music Corp., cop. 1935 by Metro-Goldwyn-Mayer Corp.; assigned 1935 to Robbins Music Corp.

I've got five dollars (America's Sweetheart). R. Rodgers. Harms Inc., cop. 1931.

I've got my love to keep me warm (film: On The Avenue). I. Berlin. Irving Berlin, Inc., cop. 1937.

I've got rings on my fingers; or, Mumbo, Jumbo, Jijjiboo J. O'Shea (The Yankee Girl). M. Scott. Harms Inc., cop. 1909 by Francis, Day & Hunter.

I've got to sing a torch song (film: The Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

I've got you under my skin (film: Born To Dance). C. Porter. Chappell & Co., Inc., cop. 1936.

I've told ev'ry little star (Music In The Air). J. Kern. T. B. Harms Co., cop. 1932 by Jerome Kern.

I know that you know (Oh, Please!). V. Youmans. Harms Inc., cop. 1926.

I love Louisa (The Band Wagon). A. Schwartz. Harms Inc., cop. 1931.

I love love (The Red Widow). C. J. Gebest. M. Witmark & Sons, cop. 1911.

I love you (Little Jessie James). H. Archer. Leo Feist, Inc., cop. 1923.

I love you so! [Valse Song] (The Merry Widow). F. Lehar. Chappell & Co., Ltd., cop. 1907. (Film version, Robbins Music Corp., cop. 1934).

I only have eyes for you (film: Dames). H. Warren. Remick Music Corp., cop. 1934.

I wanna be loved by you (Good Boy). H. Stothart and H. Ruby. Harms Inc., cop. 1928.

I want to be bad (Follow Thru). B. G. De Sylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

I want to be happy (No! No! Nanette). V. Youmans. Harms Inc., cop. 1924.

I want to hear a Yankee Doodle tune (Mother Goose). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1903 by F. A. Mills; renewed 1931 by George M. Cohan.

I want to marry a male quartette (Katinka). R. Friml. G. Schirmer, Inc., cop. 1915.

I want what I want when I want it (Mlle. Modiste). V. Herbert. M. Witmark & Sons, cop. 1905.

I want you (The Talk of New York). G. M. Cohan. Jerry Vogel Music Co., cop. 1907 by F. A. Mills; renewed 1935 by George M. Cohan.

I was born in Virginia (George Washington, Jr.). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1906 by F. A. Mills; renewed 1934 by George M. Cohan.

I watch the love parade (The Cat And The Fiddle). J. Kern. T. B. Harms Co., cop. 1931.

I'll be married to the music of a military band (Prima Donna). V. Herbert. M. Witmark & Sons, cop. 1908.

I'll follow my secret heart (Conversation Piece). N. Coward. Chappell & Co., cop. 1934.

I'll never look at a pretty girl again (The Red Widow). C. J. Gebest. M. Witmark & Sons, cop. 1911.

I'll see you again (Bitter Sweet). N. Coward. Chappell & Co., Ltd., cop. 1929.

I'll sing you a thousand love songs (film: Cain and Mabel). H. Warren. Remick Music Corp., cop. 1936.

I'll string along with you (film: Twenty Million Sweethearts). H. Warren. M. Witmark & Sons, cop. 1934.

I wished on the moon (film: The Big Broadcast Of 1935). R. Rainger. Famous Music Corp., cop. 1935.

I wonder who's kissing her now (The Prince Of Tonight). J. Howard. Jerry Vogel Music Co., Inc., cop. 1909 by Chas. K. Harris; renewed 1937 by Jerry Vogel Music Co., Inc.

I wonder why (Love o' Mike). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

I wonder why? (Sally, Irene And Mary). J. F. Coots. Remick Music Corp., cop. 1922.

I won't say I will, but I won't say I won't (Little Miss Bluebeard). G. Gershwin. Harms Inc., cop. 1923.

I'd like to have a million in the bank (Very Good Eddie). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1915.

I'd love to be a lady (Eileen). V. Herbert. M. Witmark & Sons, cop. 1917.

If I should lose you (film: Rose Of The Rancho). R. Rainger. Famous Music Corp., cop. 1935.

If I were on the stage (Mlle. Modiste). *See* Kiss me again.

If it's love (film: Calling All Stars). H. Akst. M. Witmark & Sons, cop. 1934.

If love were all (Bitter Sweet). N. Coward. Chappell & Co., Ltd., cop. 1929.

If only you were mine (The Singing Girl). V. Herbert. M. Witmark & Sons, cop. 1899.

If you look in her eyes (Going Up). L. A. Hirsch. M. Witmark & Sons, cop. 1918.

If you were I and I were you (Prima Donna). V. Herbert. M. Witmark & Sons, cop. 1908.

In a kingdom of our own (The Royal Vagabond). A. Goetzl and G. M. Cohan. M. Witmark & Sons, cop. 1919.

In Egern on the Tegern See (Music In The Air). J. Kern. T. B. Harms Co., cop. 1932 by Jerome Kern.

In the garden of romance (Miss Springtime). E. Kalman. T. B. Harms & Francis, Day & Hunter, cop. 1915.

In the merry month of maybe (Billy Rose's Crazy Quilt). H. Warren. Harms Inc., cop. 1931.

In the southland—intermezzo (A Kiss For Cinderella). P. Tietjens. M. Witmark & Sons, cop. 1918.

Indian love call (Rose Marie). R. Friml. Harms Inc., cop. 1924.

The interfering parrot (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to The Boston Music Co.

The Irish have a great day tonight (Eileen). V. Herbert. M. Witmark & Sons, cop. 1917.

The isle of our dreams (Red Mill). V. Herbert. M. Witmark & Sons, cop. 1906.

Isn't it romantic? (film: Love Me Tonight). R. Rodgers. Famous Music Corp., cop. 1932.

Isn't this a lovely day? (film: Top Hat). I. Berlin. Irving Berlin, Inc., cop. 1935.

Isle of Tangerine (Tangerine). C. Sanders. Leo Feist, Inc., cop. 1921.

It happened in Monterey (film: The King of Jazz). M. Wayne. Leo Feist, Inc., cop. 1930.

It's d'lovely (Red, Hot and Blue!). C. Porter. Chappell & Co., Inc., cop. 1936.

It's the darndest thing (film: Singin' The Blues). J. McHugh. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

It wasn't my fault (Love O' Mike). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

Italian street song (Naughty Marietta). V. Herbert. M. Witmark & Sons, cop. 1910.

J

Jeannine, I dream of lilac time (film: Lilac Time). N. Shilkret. Leo Feist, Inc., cop. 1928.

Jericho (Syncopation). R. Myers. Harms Inc., cop. 1929.

The jewel of Asia (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to The Boston Music Co.

The jockey on the carrousel (film: I Dream Too Much). J. Kern. T. B. Harms Co., cop. 1935 by Jerome Kern.

Johnny one note (Babes in Arms). R. Rodgers. Chappell & Co., Inc., cop. 1937.

Jump, Jim Crow (Maytime). S. Romberg. G. Schirmer, Inc., cop. 1917.

Just like a gipsy (Ladies First). S. B. Simons and N. Bayes. Remick Music Corp., cop. 1919.

Just one of those things (Jubilee). C. Porter. Harms Inc., cop. 1935.

K

Ka-lu-a (Good Morning Dearie). G. Gershwin. T. B. Harms Co., cop. 1921.

Keep young and beautiful (film: Roman Scandals). H. Warren. M. Witmark & Sons, cop. 1933.

Keepin' myself for you (film: Hit the Deck). V. Youmans. Vincent Youmans, Inc., cop. 1929.

A kiss in the dark (Orange Blossoms). V. Herbert. Harms Inc., cop. 1922.

Kiss me again [If I were on the stage] (Mlle. Modiste). V. Herbert. M. Witmark & Sons, cop. 1905.

The knot of blue (It Happened In Nordland). V. Herbert. M. Witmark & Sons, cop. 1905.

K-ra-zy for you (Treasure Girl). G. Gershwin. New World Music Corp., cop. 1928.

L

The ladder of roses (Hip, Hip, Hooray). R. Hubbell. Harms Inc., cop. 1915.

The lady in ermine (The Lady In Ermine). S. Romberg. Harms Inc., cop. 1922.

Lady of the evening (Lady Of The Evening). I. Berlin. Irving Berlin, Inc., cop. 1922.

Learn to smile (The O'Brien Girl). L. A. Hirsch. Harms Inc., cop. 1921.

Leave it to Jane (Leave It To Jane). J. Kern. T. B. Harms Co,. cop. 1917.

Left all alone again blues (The Night Boat). J. Kern. T. B. Harms Co., cop. 1920.

Lesson in love (Marcelle). G. Luders. M. Witmark & Sons, cop. 1908.

Let 'em eat cake (Let 'em Eat Cake). G. Gershwin. New World Music Corp., cop. 1933.

Let's do it (Paris). C. Porter. Harms Inc., cop. 1928.

Let's face the music and dance (film: Follow The Fleet). I. Berlin. Irving Berlin, Inc., cop. 1936.

Let's fall in love (Let's Fall in Love). H. Arlen. Irving Berlin, Inc., cop. 1933.

Let's have another cup o' coffee (Face The Music). I. Berlin. Irving Berlin, Inc., cop. 1932.

Let's misbehave (Paris). C. Porter. Harms Inc., cop. 1928.

Let's swing it (Earl Carroll's Sketch Book). M. Mencher. Harms Inc., cop. 1935.

Let's take a walk around the block (Life Begins At 8:40). H. Arlen. Harms Inc., cop. 1934.

Let yourself go (That's A Good Girl). P. Charig. Harms Inc., cop. 1928.

Let yourself go (film: Follow The Fleet). I. Berlin. Irving Berlin, Inc., cop. 1936.

Letter song (Apple Blossoms). F. Kreisler. Harms Inc., cop. 1919.

The letter song (The Chocolate Soldier). O. Straus. Jerome H. Remick & Co., cop. 1909.

Life's a funny proposition (Little Johnny Jones). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1904 by F. A. Mills; renewed 1932 by George M. Cohan.

Life is just a bowl of cherries (George White's Scandals. 11th Edition). L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

Limehouse blues (Charlot's Revue of 1924). P. Braham. Harms Inc., cop. 1922 by Ascherberg, Hopwood & Crew, Ltd.

A little birdie told me so (Peggy-Ann). R. Rodgers. Harms Inc., cop. 1926.

Little birdies learning how to fly (The Telephone Girl). G. Kerker. T. B. Harms & Co., cop. 1898.

Little igloo for two (Grand Street Follies of 1926). A. Schwartz. Harms Inc., cop. 1926.

The little things you used to do (film: Go Into Your Dance). H. Warren. M. Witmark & Sons, cop. 1935.

Liza (Show Girl). G. Gershwin. New World Music Corp., cop. 1929.

The lonesome road (film: The Show Boat). N. Shilkret. Spier & Goslow, Inc., cop. 1928.

Look for the silver lining (Sally; *originally in:* Good Morning, Dearie). J. Kern. T. B. Harms Co., cop. 1921.

Looking for a boy (Tip-Toes). G. Gershwin. Harms Inc., cop. 1925.

Louise (film: Innocents Of Paris). R. A. Whiting. Famous Music Corp., cop. 1929.

Louisiana hayride (Flying Colors). A Schwartz. Harms Inc., cop. 1932.

The love boat (Ziegfeld's Follies 1920). V. Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1920.

Love dance — intermezzo (Madame Sherry). K. Hoschna. M. Witmark & Sons, cop. 1910.

Love has wings (Sari). E. Kálmán. Edw. B. Marks Music Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Co.

Love in bloom (film: She Loves Me Not). R. Rainger. Famous Music Corp., cop. 1934.

Love is a dancing thing (At Home Abroad). A. Schwartz. Chappell & Co., Inc., cop. 1935.

Love is like a cigarette (The Rose Of Algeria). V. Herbert. Chas. K. Harris, cop. 1908.

Love is like a firefly (The Firefly). R. Friml. G. Schirmer, Inc., cop. 1912.

Love is sweeping the country (Of Thee I Sing). G. Gershwin. New World Music Corp., cop. 1931.

Love is the best of all (The Princess Pat). V. Herbert. M. Witmark & Sons, cop. 1915.

Love may be a mystery (Sybil). V. Jacobi. Chappell & Co., Ltd., cop. 1915.

The love nest (Mary). L. Hirsch. Victorie Publishing Corp., cop. 1920.

Love of a day (Fiddlers Three). A. Johnstone. M. Witmark & Sons, cop. 1918.

The love theme (film: Fall of a Nation). V. Herbert. M. Witmark & Sons, cop. 1917.

Love thy neighbor (film: We're Not Dressing). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

Love will find a way (Shuffle Along). N. Sissle and E. Blake. M. Witmark & Sons, cop. 1921.

Lovely lady (film: King of Burlesque). J. McHugh. Robbins Music Corp., cop. 1935.

Lovely to look at (film: Roberta). J. Kern. T. B. Harms, cop. 1935 by Jerome Kern.

Lover, come back to me (The New Moon). S. Romberg. Harms, Inc., cop. 1928.

Love's own sweet song (Sari). E. Kálmán. Edw. B. Marks Music Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Co.

Love's roundelay (The Waltz Dream). O. Straus. Edward B. Marks Music Company, Inc., cop. 1908 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Company.

Lucky day (George White's Scandals). R. Henderson. Harms, Inc., cop. 1926.

Lucky in love (Good News). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop 1927.

Lucky seven (The Second Little Show) A. Schwartz. Harms, Inc., cop. 1930.

Lullaby of Broadway (film: The Gold Diggers of 1935). H. Warren. M. Witmark & Sons, cop. 1935.

M

Ma belle (The Three Musketeers). R. Friml. Harms Inc., cop. 1928.

Mad about the boy (Words and Music). N. Coward. Chappell & Co., Ltd., cop. 1935.

Make believe (Show Boat). J. Kern. T. B. Harms Co., cop. 1927.

The man I love (Strike Up the Band; originally in: Lady, Be Good). G. Gershwin. Harms Inc., cop. 1924.

Mandy (Ziegfeld Follies of 1919; afterwards introduced in the film: Kid Millions). I. Berlin. Irving Berlin, Inc., cop. 1919.

Manhattan (Garrick Gaieties). R. Rodgers. Edward B. Marks Music Co., cop. 1925.

March of the Musketeers (The Three Musketeers). R. Friml. Harms Inc., cop. 1928.

The march of the toys (Babes in Toyland). V. Herbert. M. Witmark & Sons, cop. 1903.

The march of time (Earl Carroll Vanities). H. Arlen. Remick Music Corp., cop. 1930.

Mary (Mary). L. Hirsch. Victoria Publishing Corp., cop. 1920.

Mary's a grand old name (Forty-five Minutes from Broadway). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1905 by F. A. Mills; renewed 1933 by George M. Cohan.

The mascot of the troop (Mlle. Modiste). V. Herbert. M. Witmark & Sons, cop. 1905.

Maxim's (The Merry Widow). F. Lehar. Chappell & Co., Ltd., cop. 1907. (Film version, Robbins Music Corp., cop. 1934.)

May I have the next romance with you (film: Head Over Heels in Love). H. Revel. Leo Feist, Inc., cop. 1936 by The Cinephonic Music Co., Ltd.

Maybe it's love (Maybe It's Love). G. Meyer. Remick Music Corp., cop. 1930.

A melody from the sky (film: The Trail of the Lonesome Pine). L. Alter. Famous Music Corp., cop. 1936.

The message of the violet (The Prince of Pilsen). G. Luders. M. Witmark & Sons, cop. 1902.

Midnight in Paris (film: Here's to Romance). H. Magidson. Sam Fox Pub. Co., cop. 1935 by Movietone Music Corp.

Mine (Let 'Em Eat Cake). G. Gershwin. New World Music Corp., cop. 1933.

Miss Dolly Dollars—entr'acte (Miss Dolly Dollars). V. Herbert. M. Witmark & Sons, cop. 1906.

Miss Springtime (Little Miss Springtime). E. Kálmán. Harms Inc., cop. 1916.

Moanin' low (The Little Show). R. Rainger. Harms Inc., cop. 1929.

Moon of my delight (Chee Chee). R. Rodgers. Harms Inc., cop. 1928.

Moonbeams (The Red Mill). V. Herbert. M. Witmark & Sons, cop. 1906.

Moonlight and pretzels (Moonlight and Pretzels). J. Gorney. Harms Inc., cop. 1923.

More than you know (Great Day!). V. Youmans. Miller Music, Inc., cop. 1929 by V. Youmans, Inc.

Mother (Her Soldier Boy). S. Romberg. G. Schirmer Inc., cop. 1916.

Mother (My Maryland). S. Romberg. Harms Inc., cop. 1927.

Mother Machree (Barry of Ballymore). C. Olcott and E. Ball. M. Witmark & Sons, cop. 1910.

Mountain greenery (Garrick Gaieties). R. Rodgers. Harms Inc., cop. 1926.

Mr. and Mrs. is the name (film: Flirtation Walk). A. Wrubel. M. Witmark & Sons, cop. 1934.

Music makes me (film: Flying Down to Rio). V. Youmans. T. B. Harms Co., cop. 1933.

My Angeline (The Wizard of the Nile). V. Herbert. Edward Schuberth & Co., cop. 1895; renewed 1923.

My beautiful lady (The Pink Lady). I. Caryll. Chappell & Co., Ltd., cop. 1911.

My buddies (Buddies). B. C. Hilliam. M. Witmark & Sons, cop. 1919.

My dream girl (The Dream Girl). V. Herbert. Harms Inc., cop. 1924.

My faithful Stradivari (Sari). E. Kálmán. Edw. B. Marks Music Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Co.

My future just passed (film: Safety in Numbers). R. A. Whiting. Famous Music, cop. 1930.

My hame is where the heather blooms (Rob Roy). R. DeKoven. G. Schirmer, Inc., cop. 1894.

My hat's on the side of my head (film: Jack Ahoy). H. Woods and C. Hurlbert. Shapiro, Bernstein & Co., Inc., cop. 1933 by The Cinephonic Music Co., Ltd.

My heart stood still (A Connecticut Yankee). R. Rodgers. Harms, Inc., cop. 1927.

My hero (The Chocolate Soldier). O. Straus. Jerome H. Remick & Co., cop. 1909.

My ideal (film: Playboy of Paris). R. A. Whiting and N. Chase. Famous Music Corp., cop. 1930.

My lady, 'tis for thee (Babette). V. Herbert. M. Witmark & Sons, cop. 1903.

My little nest of heavenly blue [Frasquita serenade] (Frasquita). F. Lehar. Edward B. Marks Music Corporation, cop. 1922 by Joseph Weinberger; assigned 1923 by Edward B. Marks Music Co.; assigned 1932 to E. B. Marks Music Corp.

My love parade (film: The Love Parade). V. Schertzinger. Harms Inc., cop. 1929 by Famous Music Corporation.

My lucky star (Follow Thru). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

My man [Mon homme] (Ziegfeld Follies of 1921). M. Yvain. Leo Feist, Inc., cop. 1920 by Francis Salabert, Paris; American version cop. 1921 by Leo Feist, Inc.

My own United States (When Johnny Comes Marching Home). J. Edwards. M. Witmark & Sons, cop. 1909.

My romance (Jumbo). R. Rodgers. T. B. Harms Co. and Max Dreyfus, cop. 1935.

My song (George White's Scandals). L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

My sweeter than sweet (film: Sweetie). R. A. Whiting. Harms Inc., cop. 1929 by Famous Music Corp.

My wild Irish rose (A Romance in Athlone). C. Olcott. M. Witmark & Sons, cop. 1899.

N

Nature divine (Alone at Last). F. Lehar. Karczag Pub. Co., cop. 1915.

Neapolitan love song (The Princess Pat). V. Herbert. M. Witmark & Sons, cop. 1915.

'Neath the southern moon (Naughty Marietta). V. Herbert. M. Witmark & Sons, cop. 1910.

A needle in a haystack (Gay Divorcee). C. Conrad. Harms Inc., cop. 1934.

Nevermore (Conversation Piece). N. Coward. Chappell & Co., cop. 1934.

New sun in the sky (The Band Wagon). A. Schwartz. Harms Inc., cop. 1931.

Night and day (Gay Divorcee). C. Porter. Harms Inc., cop. 1932.

The night was made for love (The Cat and the Fiddle). J. Kern. T. B. Harms & Co., cop. 1931 by Jerome Kern.

Nina Rosa (Nina Rosa). S. Romberg. Harms Inc., cop. 1929.

No foolin' (Ziegfeld's American Revue of 1926). G. Buck and J. F. Hanley. Harms Inc., cop. 1926.

No, no, Nanette (No, No, Nanette). V. Youmans. Harms Inc., cop. 1924.

No strings, I'm fancy free (film: Top Hat). I. Berlin. Irving Berlin, Inc., cop. 1935.

Nodding roses (Very Good Eddie). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

Norland—entr'acte (It Happened in Nordland). V. Herbert. M. Witmark & Sons, cop. 1906.

Not for all the rice in China (As Thousands Cheer). I. Berlin. Irving Berlin, Inc., cop. 1933.

O

O, Katharina! (Chauve Souris). R. Fall. Leo Feist, Inc., cop. 1924.

Oh Donna Clara (Wonder Bar). J. Peterburski. Harms Inc., cop. 1931.

Oh, lady be good (Lady, Be Good). G. Gershwin. Harms Inc., cop. 1924.

O promise me (introduced in: Robin Hood, 1891). R. DeKoven. G. Schirmer, Inc., cop. 1889; renewed 1917 by R. DeKoven.

O you wonderful girl (The Little Millionaire). G. M. Cohan. Cohan & Harris, cop. 1911.

Of thee I sing (Of Thee I Sing). G. Gershwin. New World Music Corp., cop. 1931.

Old-fashioned love (Runnin' Wild). J. Johnson. Harms Inc., cop. 1923.

Ol' man river (Show Boat). J. Kern. T. B. Harms Co., cop. 1927.

On a roof in Manhattan (Face the Music). I. Berlin. Irving Berlin, Inc., cop. 1932.

On the beach at Narragansett (The Belle of New York). G. Kerker. Harms Inc., cop. 1898.

On the sunny side of the street (Lew Leslie's International Revue). J. McHugh. Shapiro, Bernstein & Co., Inc., cop. 1930.

On with the dance (Garrick Gaieties). R. Rodgers. E. B. Marks Music Co., cop. 1925.

On your toes (On Your Toes). R. Rodgers. Chappell & Co., cop. 1936.

Once in a blue moon (film: We're Not Dressing). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

One alone (The Desert Song). S. Romberg. Harms Inc., cop. 1926.

One hour with you (film: One Hour With You). R. A. Whiting. Famous Music Corp., cop. 1932.

One kiss (The New Moon). S. Romberg. Harms Inc., cop. 1928.

One moment alone (The Cat and the Fiddle). J. Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

One, two, button your shoe (Pennies from Heaven). A. Johnston. Select Music Pub., Inc., cop. 1936.

Only a rose (The Vagabond King). R. Friml. Famous Music Corp., cop. 1925 by Henry Waterson, Inc.; transferred 1930 to Paramount-Famous-Lasky Corp.; transferred 1930 to Famous Music Corporation.

Only in dreams (The Knickerbockers). R. DeKoven. G. Schirmer, Inc., cop. 1892.

Ooh that kiss (The Laugh Parade). H. Warren. Harms Inc., cop. 1931.

Orchids in the moonlight (film: Flying Down to Rio). V. Youmans. T. B. Harms Co., cop. 1933.

Oriental dance (Wonderland). V. Herbert. M. Witmark & Sons, cop. 1906.

Over and over again (Jumbo). R. Rodgers. T. B. Harms Co., cop. 1935.

P

Pagan love song (film: The Pagan). N. H. Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

Painting the clouds with sunshine (film: The Gold Diggers of Broadway). J. Burke. M. Witmark & Sons, cop. 1929.

Paree (Fifty Million Frenchmen). C. Porter. Harms Inc., cop. 1929.

Past and future (Erminie). E. Jakobowski. White-Smith Music Pub. Co., n.d.

Pennies from heaven (film: Pennies from Heaven). A. Johnston. Select Music Pub., Inc., cop. 1936.

Pettin' in the park (film: The Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

The piccolino (film: Top Hat). I. Berlin. Irving Berlin, Inc., cop. 1935.

Pick yourself up (film: Swing Time). J. Kern. Chappell & Co., Inc., cop. 1936 by Jerome Kern.

A picture of me without you (Jubilee). C. Porter. Harms Inc., cop. 1935.

Play gypsies—dance gypsies (Countess Maritza). E. Kálmán. Harms Inc., cop. 1924 by W. Karczag; cop. 1926 by Harms Inc.

Pompanola (Three Cheers). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

Poor butterfly (The Big Show). R. Hubbell. Harms Inc., cop. 1916.

Popularity (The Honeymooners). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1906 by F. A. Mills; renewed 1934 by George M. Cohan.

A posy from over the sea (San Toy). S. Jones. Keith, Prowse & Co., Ltd., cop. 1899 by Sidney Jones.

Precious little thing called love (film: Shopworn Angel). L. Davis. Remick Mus. Corp., cop. 1928.

Pretty Edelweiss (Alone at Last). F. Lehar. Karczag Pub. Co., cop. 1915.

A pretty girl is like a melody (Ziegfeld Follies of 1919). I. Berlin. Irving Berlin, Inc., cop. 1919.

Puttin' on the Ritz (film: Puttin' On the Ritz). I. Berlin. Irving Berlin, Inc., cop. 1929.

Q

Quiller has the brain (Foxy Quiller). R. DeKoven. Edward Schuberth & Co., cop. 1900.

R

Rachety coo! (Katinka). R. Friml. G. Schirmer, Inc., cop. 1915.

Raggedy Ann (The Stepping Stones). J. Kern. T. B. Harms Co., cop. 1923.

The rangers' song (Rio Rita). H. Tierney. Leo Feist, Inc., cop. 1926.

Reaching for the moon (Top Speed). H. Ruby. Harms Inc., cop. 1929.

Red, Hot and Blue (Red, Hot and Blue!). C. Porter. Chappell & Co., Inc., cop. 1936.

Regimental song (The White Eagle). R. Friml. Mills Music Co., cop. 1928 by Waterson, Berlin & Snyder Co.; assigned 1931 to Mills Music Co.

Remember my forgotten man (film: The Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

Rhoda and her pagoda (San Toy). S. Jones. Keith, Prowse & Co., Ltd., cop. 1899 by Sidney Jones.

Ridin' high (Red, Hot and Blue!). C. Porter. Chappell & Co., Inc., cop. 1936.

The riff song (The Desert Song). S. Romberg. Harms Inc., cop. 1926.

Rio Rita (Rio Rita). H. Tierney. Leo Feist, Inc., cop. 1926.

Rise 'n Shine (Take a Chance). V. Youmans. Harms Inc., cop. 1932.

The road to paradise (Maytime). S. Romberg. G. Schirmer, Inc., cop. 1917.

The rogue song (film: The Rogue Song). H. Stothart. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

Romany life [Czardas] (The Fortune Teller). V. Herbert. M. Witmark & Sons, cop. 1898.

A room with a view (This Year of Grace). N. Coward. Chappell & Co., Ltd., cop. 1928.

Rose-Marie (Rose-Marie). R. Friml. Harms Inc., cop. 1924.

Rose of the World (The Rose of Algeria). V. Herbert. Chas. K. Harris, cop. 1908.

Rose of Washington Square (Ziegfeld Midnight Frolic). J. F. Hanley. Shapiro, Bernstein & Co., cop. 1920.

S

Sally (Sally). J. Kern. T. B. Harms Co., cop. 1920.

The same old moon (Lucky). J. Kern. T. B. Harms Co., cop. 1927.

Say it with music (Music Box Revue). I. Berlin. Irving Berlin, Inc., cop. 1921.

San Domingo—intermezzo (The Yankee Consul). A. Robyn. M. Witmark & Sons, cop. 1904.

Say not love is a dream (Gypsy Love). F. Lehar. Chappell & Co., Ltd., cop. 1911.

Seal it with a kiss (film: That Girl from Paris). A. Schwartz. Chappell & Co., Inc., cop. 1936.

Second-hand Rose (Ziegfeld Follies of 1921). J. Hanley. Shapiro, Bernstein, Inc., cop. 1921.

Sentimental me (Garrick Gaieties). R. Rodgers. Edward B. Marks Music Co., cop. 1925.

September in the rain (film: Melody for Two). H. Warren. Remick Music Corp., cop. 1937.

Serenade (The Student Prince). S. Romberg. Harms Inc., cop. 1924.

Serenade of love (Nina Rosa). S. Romberg. Harms Inc., cop. 1929.

The serenades of all nations (The Fortune Teller). V. Herbert. M. Witmark & Sons, cop. 1898.

Seventh heaven (film: Little Pal). A. Jolson, B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1929.

Seventh heaven (film: Seventh Heaven). L. Pollack. Hollywood Songs, Inc., cop. 1937 by Movietone Music Corp.

The shade of the palm (Florodora). L. Stuart. Harms Inc., cop. 1900 by Francis, Day & Hunter.

Shadow waltz (film: The Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

Shanghai Lil (film: Footlight Parade). H. Warren. M. Witmark & Sons, cop. 1933.

She didn't say "yes" (The Cat and the Fiddle). J. Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

She's a Latin from Manhattan (film: Go Into Your Dance). H. Warren. M. Witmark & Sons, cop. 1935.

She's such a comfort to me (The House That Jack Built). A. Schwartz. Harms Inc., cop. 1929.

She is the belle of New York (The Belle of New York). G. Kerker. Harms Inc., cop. 1898.

She shall have music (film: She Shall Have Music). A. Hoffman. Chappell & Co., Inc., cop. 1935 by The Cinephonic Music Co., Ltd.

The sheik of Araby (Make It Snappy). T. Snyder. Mills Music Corp., cop. 1921 by Waterson, Berlin & Snyder Co.

Shuffle along (Shuffle Along). N. Sissle and E. Blake. M. Witmark & Sons, cop. 1922.

Shuffle off to Buffalo (film: Forty-second Street). H. Warren. M. Witmark & Sons, cop. 1932.

Silver moon (My Maryland). S. Romberg. Harms Inc., cop. 1927.

Sing, baby, sing (film: Sing, Baby, Sing). L. Pollack. Sam Fox Pub. Co., cop. 1936 by Movietone Music Corp.

Singin' in the rain (film: Hollywood Revue of 1929). N. H. Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

Singin' the blues (film: Singin' the Blues). J. McHugh. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

The siren's song (Leave It to Jane). J. Kern. T. B. Harms Co., cop. 1917.

Six little wives (San Toy). S. Jones. Keith Prowse & Co., Ltd., cop. 1899 by Sidney Jones.

Sixty seconds ev'ry minute, I think of you (Greenwich Village Follies). L. A. Hirsch. Victoria Publishing Co., cop. 1922.

Slumming on Park Avenue (film: On the Avenue). I. Berlin. Irving Berlin, Inc., cop. 1937.

Smoke gets in your eyes (Roberta). J. Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

So do I (film: Pennies from Heaven). A. Johnston. Select Music Pub., Inc., cop. 1936.

So do I (Take a Chance). V. Youmans. Harms Inc., cop. 1932.

So long Letty (So Long Letty). E. Carroll. M. Witmark & Sons, cop. 1915.

So long Mary (Forty-five Minutes from Broadway). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1905 by F. A. Mills; renewed 1933 by George M. Cohan.

So this is love (Little Miss Bluebeard). E. R. Goetz. Harms Inc., cop. 1923.

Soft lights and sweet music (Face the Music). I. Berlin. Irving Berlin, Inc., cop. 1932.

Softly, as in a morning sunrise (The New Moon). S. Romberg. Harms Inc., cop. 1928.

Softly thro' the summer night (Sari). E. Kálmán. Edw. B. Marks Music Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Co.

Soldiers in the park (The Runaway Girl). L. Monckton. Chappell & Co., Ltd., cop. 1898.

A soldier's life (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

Some little bug is going to find you (introduced in: Alone at Last). S. Hein. Harms Inc., cop. 1915.

Some sweet day (Ziegfeld Follies of 1922). D. Stamper and L. A. Hirsch. Harms Inc., cop. 1923.

Somebody loves me (George White's Scandals). G. Gershwin. Harms Inc., cop. 1924.

Somebody's sweetheart (Somebody's Sweetheart). A. Bafunno. Harms Inc., cop. 1918.

Some day (The Vagabond King). R. Friml. Famous Music Corp., cop. 1925 by Henry Waterson, Inc.; transferred 1930 to Paramount Famous Lasky Corp.; transferred 1930 to Famous Music Corporation.

Some day I'll find you (Kiki). J. Parenteau. Harms Inc., cop. 1921.

Someday I'll find you (Private Lives). N. Coward. Chappell & Co., Ltd., cop. 1931.

Someone like you (Angel Face). V. Herbert. Harms Inc., cop. 1919.

Someone to watch over me (Oh, Kay). G. Gershwin. Harms Inc., cop. 1926.

Something to remember you by (Three's a Crowd). A. Schwartz. Harms Inc., cop. 1930.

Sometimes I'm happy (Hit the Deck). V. Youmans. Harms Inc., cop. 1927.

Something seems tingle-ingleing (High Jinks). R. Friml. G. Schirmer, Inc., cop. 1913.

Something to remember you by (Three's a Crowd). A. Schwartz. Harms Inc., cop. 1930.

Sometime (Sometime). R. Friml. G. Schirmer, Inc., cop. 1918.

The song is you (Music in the Air). J. Kern. T. B. Harms Co., cop. 1932 by Jerome Kern.

Song of love (Blossom Time). S. Romberg. Leo Feist, Inc., cop. 1921 by Karczag Publishing Co.

Song of the flame (Song of the Flame). G. Gershwin and H. Stothart. Harms Inc., cop. 1926.

The song of the shirt (film: The Rogue Song). H. Stothart. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

Song of the vagabonds (Vagabond King). R. Friml. Famous Music Corp., cop. 1925 by Henry Waterson, Inc.; transferred 1930 to Paramount-Famous-Lasky Corp.; transferred 1930 to Famous Music Corporation.

The song of Vienna. *See* Two hearts in ¾ time.

Soon (Strike Up the Band). G. Gershwin. New World Music Corp., cop. 1927.

Spooky ookum (The Velvet Lady). V. Herbert. M. Witmark & Sons, cop. 1918.

The springtime of life (The Débutante). V. Herbert. G. Schirmer, Inc., cop. 1914.

Stand up and fight like H—— (Forty-five Minutes from Broadway). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1905 by F. A. Mills; renewed 1933 by George M. Cohan.

Stars in my eyes (film: The King Steps Out). F. Kreisler. Chappell & Co., Inc., and Carl Fischer, Inc., cop. 1936.

Stay as sweet as you are (film: College Rhythm). H. Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

The Stein song (The Prince of Pilsen). *See* Heidelberg.

Stop, look, listen (Stop! Look! Listen). I. Berlin. Irving Berlin, Inc., cop. 1915.

Stout-hearted men (The New Moon). S. Romberg. Harms Inc., cop. 1928.

Strike up the band (Strike Up the Band). G. Gershwin. New World Music Corp., cop. 1927.

Sunny (Sunny). J. Kern. T. B. Harms Co., cop. 1925.

Sunny disposish (Americana). P. Charig. Harms Inc., cop. 1926.

Sunny side up (Sunny Side Up). B. G.

DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

Swanee (Sinbad). G. Gershwin. T. B. Harms & Francis, Day & Hunter, cop. 1919.

Sweet and hot (You Said It). H. Arlen. Ager, Yellen & Bornstein, cop. 1930.

Sweet and low-down (Tip-Toes). G. Gershwin. Harms Inc., cop. 1925.

Sweet is the word for you (film: Waikiki Wedding). R. Rainger. Famous Music Corp., cop. 1937.

Sweet lady (Tangerine). C. Sanders. Leo Feist, Inc., cop. 1921.

Sweet Leilani (film: Waikiki Wedding). H. Owens. Select Music Publications, Inc., cop. 1937.

Sweet madness (Murder at the Vanities). V. Young. Harms Inc., cop. 1933.

Sweet sixteen (Ziegfeld Follies of 1919). D. Stamper. Harms Inc., cop. 1919.

Sweet thoughts of home (Love's Lottery). J. Edwards. M. Witmark & Sons, cop. 1904.

Sweetest maid of all (The Waltz Dream). O. Straus. Edward B. Marks Music Company, Inc., cop. 1908 by Jos. W. Stern & Co.; assigned 1920 to Edw. B. Marks Music Company.

Sweetheart (Maytime). *See* Will you remember.

Sweetheart darlin' (film: Peg o' My Heart). H. Stothart. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp., assigned 1933 to Robbins Music Corp.

The Sweetheart shop (The Sweetheart Shop). H. Felix. Harms Inc., cop. 1920.

Sweethearts (Sweethearts). V. Herbert. G. Schirmer, Inc., cop. 1913.

Swing high, swing low (film: Swing High, Swing Low). B. Lane. Famous Music Corp., cop. 1937.

Sympathy (The Firefly). R. Friml. G. Schirmer, Inc., cop. 1912.

T

The tale of a bumble-bee (King Dodo). G. Luders. M. Witmark & Sons, cop. 1901.

The tale of the kangaroo (The Burgomaster). G. Luders. M. Witmark & Sons, cop. 1900.

The tale of the seashell (The Prince of Pilsen). G. Luders. M. Witmark & Sons, cop. 1902.

The tale of the turtle dove (Woodland). G. Luders. M. Witmark & Sons, cop. 1904.

The Tartar song (Chee Chee). R. Rodgers. Harms Inc., cop. 1928.

Tea for two (No, No, Nanette). V. Youmans. Harms Inc., cop. 1924.

Tell it all over again (The Only Girl). V. Herbert. M. Witmark & Sons, cop. 1914.

Tell me pretty maiden (Florodora). L. Stuart. Harms Inc., cop. 1900 by Francis, Day & Hunter.

Temptation (film: Going Hollywood). N. H. Brown. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

Ten cents a dance (film: Ten Cents a Dance). R. Rodgers. Harms Inc., cop. 1930.

Thanks a million (Thanks a Million). A. Johnston. Robbins Music Corp., cop. 1935.

That certain feeling (Tip-Toes). G. Gershwin. Harms Inc., cop. 1925.

That's why darkies were born (George White's Scandals). L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1931.

There's a light in your eyes (The Girl Behind the Gun). I. Caryll. Chappell & Co., Ltd., cop. 1918.

There's a lull in my life (film: Wake Up and Live). H. Revel. Robbins Music Corp., cop. 1937.

There's a rainbow 'round my shoulder (film: The Singing Fool). A. Jolson, B. Rose and D. Dreyer. Irving Berlin, Inc., cop. 1928.

There's a small hotel (On Your Toes). R. Rodgers. Chappell & Co., Inc., cop. 1936.

There's life in the dog yet (The Girl Behind the Gun). I. Caryll. Chappell & Co., Ltd., cop. 1918.

There's something about a uniform (The Man Who Owns Broadway). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1908 by Cohan and Harris; renewed 1936 by George M. Cohan.

There once was an owl (Babette). V. Herbert. M. Witmark & Sons, cop. 1904.

These foolish things remind me of you (Spread It Abroad). J. Strachey and H. Link. Irving Berlin, Inc., cop. 1935 by Boosey & Co., Ltd.

They all look alike (Have a Heart). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

They didn't believe me (The Girl from Utah). J. Kern. Remick Music Corp., cop. 1914 by T. B. Harms & Francis, Day & Hunter; transferred 1916 to Jerome H. Remick & Co.

Thine alone (Eileen). V. Herbert. M. Witmark & Sons, cop. 1917.

Thinking of you (The Five O'Clock Girl). H. Ruby. Harms Inc., cop. 1927.

This is the Mrs. (George White's Scandals, 11th Edition). L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

This year's kisses (film: On the Avenue). I. Berlin. Irving Berlin, Inc., cop. 1937.

Thou swell (The Connecticut Yankee). R. Rodgers. Harms Inc., cop. 1917.

Three little words (film: Amos 'n' Andy). H. Ruby. Harms Inc., cop. 1930.

Three's a crowd (film: The Crooner). H. Warren. M. Witmark & Sons, cop. 1932.

The thrill is gone (George White's Scandals, 11th Edition). L. Brown and R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

Through the years (Through the Years). V. Youmans. Miller Music, Inc., cop. 1931.

Throw me a kiss (Ziegfeld Follies of 1922). L. A. Hirsch, C. Buck, D. Stamper and M. Yvain. Harms Inc., cop. 1922.

Throw me a rose (Miss Springtime). E. Kálmán. T. B. Harms & Francis, Day & Hunter, cop. 1915.

'Till the clouds roll by (Oh Boy). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1917.

'Till the real thing comes along (Rhapsody in Black). A. Nichols. Shapiro, Bernstein & Co., Inc., cop. 1931.

Tingle-ingleing (High Jinks). R. Friml. G. Schirmer, Inc., cop. 1914.

Tip toe thru the tulips with me (film: The Gold Diggers of Broadway). J. Burke. M. Witmark & Sons, cop. 1929.

To the land of my own romance (The Enchantress). V. Herbert. M. Witmark & Sons, cop. 1911.

Too marvelous for words (film: Ready, Willing and Able). R. A. Whiting. Harms Inc., cop. 1937.

Too-ra-loo-ra-loo-ral, that's an Irish lullaby (Shameen Dhu). J. R. Shannon. M. Witmark & Sons, cop. 1914.

The torch song (The Laugh Parade). H. Warren. Harms Inc., cop. 1931.

The touch of your hand (Roberta). J. Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

Toyland (Babes in Toyland). V. Herbert. M. Witmark & Sons, cop. 1903.

The toy monkey (The Geisha). S. Jones. Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew; assigned 1913 to The Boston Music Co.

A tree in the park (Peggy-Ann). R. Rodgers. Harms Inc., cop. 1926.

True blue Lou (film: The Dance of Life). S. Coslow, L. Robin and R. A. Whiting. Famous Music Corp., cop. 1929.

Try to forget (The Cat and the Fiddle). J. Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

Turn out the light (Take a Chance). V. Youmans. Harms Inc., cop. 1932.

Turnkey's song (Rob Roy). R. DeKoven. G. Schirmer, Inc., cop. 1894.

Two cigarettes in the dark (film: Kill That Story). L. Pollack. DeSylva, Brown & Henderson, Inc., cop. 1934.

Two hearts [in ¾ time] (film: Zwei Herzen Im Dreivierteltakt). R. Stolz. Harms Inc., cop. 1930 by Alrobi Musikverlag; cop. 1930 by Harms, Inc.

Two laughing Irish eyes (The Princess Pat). V. Herbert. M. Witmark & Sons, cop. 1929.

Two little love bees (Spring Maid). H. Reinhardt. Edward B. Marks Music Corp., cop. 1909 by Breitkopf & Hartel; assigned 1910 to Jos. W. Stern & Co.

U

Under a roof in Paree (Sous les Toits de Paris). R. Moretti. Harms Inc., cop. 1931.

Up in the clouds (The Five O'Clock Girl). H. Ruby. Harms Inc., cop. 1927.

V

Valencia (introduced in the revue: The Great Temptations). J. Padilla Harms, Inc., cop. 1925 by Francis Salabert; American version cop. 1926 by Francis Salabert, Inc.

The varsity drag (Good News). R. Henderson. DeSylva, Brown & Henderson, Inc., cop. 1927.

Vilia (The Merry Widow). F. Lehar. Chappell & Co., Ltd., cop. 1907. (Film version, Robbins Music Corp., cop. 1934.)

W

Wagon wheels (introduced in: The New Ziegfeld Follies). B. Hill. Shapiro, Bernstein & Co., Inc., cop. 1934.

Wake up and live (film: Wake Up and Live). H. Revel. Robbins Music Corp., cop. 1937.

Waltz Huguette (The Vagabond King). R. Friml. Famous Music Corp., cop. 1925 by Henry Waterson, Inc.; transferred 1930 to Paramount-Famous-Lasky Corp.; transferred 1930 to Famous Music Corporation.

Was it rain? (film: The Hit Parade). L. Handman. Santly Bros.-Joy, Inc., cop. 1937.

Watching the clouds roll by (Animal Crackers). H. Ruby. Harms Inc., cop. 1928.

The way you look tonight (film: Swing Time). J. Kern. Chappell & Co., Inc., cop. 1936 by Jerome Kern.

We're in the money (Gold Diggers of 1933). H. Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

We two (film: Golden Dawn). E. Kálmán and H. Stothart. Harms Inc., cop. 1927.

We two shall meet again (The Circus Princess). E. Kálmán. Harms Inc., cop. 1926 by Emmerich Kálmán, Julius Brammer and Alfred Grünewald; cop. 1927 by Harms, Inc.

We'll have a kingdom (The Wild Rose). R. Friml. [Harms Inc.], cop. 1926 by Arthur Hammerstein.

What is there to say (Ziegfeld Follies of 1933). V. Duke. T. B. Harms Co., cop. 1933.

What is this thing called love? (Wake Up and Dream!). C. Porter. Harms Inc., cop. 1929.

What the dicky-birds say (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

What'll I do? (The Music Box Revue). I. Berlin. Irving Berlin, Inc., cop. 1924.

When a maid comes knocking at your heart (The Firefly). R. Friml. G. Schirmer, Inc., cop. 1912.

When hearts are young (The Lady in Ermine). S. Romberg. Harms Inc., cop. 1922.

When I'm looking at you (film: The Rogue Song). H. Stothart. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

When I get back to the U.S.A. (Stop! Look! Listen). I. Berlin. Irving Berlin, Inc., cop. 1915.

When Irish eyes are smiling (The Isle o' Dreams). E. R. Ball and C. Olcott. M. Witmark & Sons, cop. 1912.

When love is young (Erminie). E. Jakobowski. White-Smith Music Publishing Co., n.d.

When shall I again see Ireland (Eileen). V. Herbert. M. Witmark & Sons, cop. 1917.

When the cherry blossoms fall (The Royal Vagabond). A. Goetzl. M. Witmark & Sons, cop. 1919.

When we are m-a-double-r-i-e-d (Fifty Miles from Boston). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1907 by F. A. Mills; renewed 1935 by George M. Cohan.

When you're away (The Only Girl). V. Herbert. M. Witmark & Sons, cop. 1914.

When you're dressed up and no place to go (The Beauty Shop). S. Hein. T. B. Harms & Francis, Day & Hunter, cop. 1913.

When you're wearing the ball and chain (The Only Girl). V. Herbert. M. Witmark & Sons, cop. 1914.

When you first kissed the last girl you loved (A Stubborn Cinderella). J. Howard. Jerry Vogel Music Co., Inc., cop. 1908 by Chas. K. Harris; renewed 1936 by Jerry Vogel Music Co., Inc.

Where are you? (film: Top of the Town). J. McHugh. Leo Feist, Inc., cop. 1936.

Where have you been (The New Yorkers). C. Porter. Harms Inc., cop. 1931.

Where is the song of songs for me? (film: Lady of the Pavements). I. Berlin. Irving Berlin, Inc., cop. 1928.

Where or when (Babes in Arms). R. Rodgers. Chappell & Co., Inc., cop. 1937.

While hearts are singing (film: Smiling Lieutenant). O. Straus. Famous Music Corp., cop. 1931.

Whip-poor-will (Sally). J. Kern. T. B. Harms Co., cop. 1921.

The white dove (introduced in the film: The Rogue Song). F. Lehar. Chappell & Co., Ltd., cop. 1930.

Who? (Sunny). J. Kern. T. B. Harms Co., cop. 1925.

Who can tell (Apple Blossoms). F. Kreisler. T. B. Harms & Francis, Day & Hunter, cop. 1919.

Who cares (Love O' Mike). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

Who cares? (Of Thee I Sing). G. Gershwin. New World Music Corp , cop. 1931.

Who's afraid of the big bad wolf (The Three Little Pigs). F. E. Churchill. Irving Berlin, Inc., cop. 1933.

Who'll buy my violets (introduced in: Little Miss Bluebeard, 1923). J. Padilla. Harms Inc., cop. 1923.

Whose baby are you (The Night Boat). J. Kern. T. B. Harms Co., cop. 1920.

Why? (Sons O' Guns). A. Swanstrom, B. Davis and J. F. Coots. Davis, Coots & Engel, Inc., cop. 1929.

Why can't I? (Spring Is Here). R. Rodgers. Harms Inc., cop. 1929.

Why do I? (The Girl Friend). R. Rodgers. Harms Inc., cop. 1926.

Why do I love you (My Fair Lady). G. Gershwin. Harms Inc., cop. 1925.

Why do I love you? (Show Boat). J. Kern. T. B. Harms Co., cop. 1927.

Why shouldn't I? (Jubilee). C. Porter. Harms, Inc., cop. 1935.

Why was I born? (Sweet Adeline). J. Kern. T. B. Harms Co., cop. 1929.

Wild flower (The Wild Flower). V. Youmans and H. Stothart. Harms Inc., cop. 1923.

The wild rose (When Sweet Sixteen). V. Herbert. M. Witmark & Sons, cop. 1910.

Will you remember [Sweetheart] (Maytime). S. Romber. G. Schirmer, Inc., cop. 1917.

With a song in my heart (Spring Is Here). R. Rodgers. Harms Inc., cop. 1929.

With all my heart (film; Her Master's Voice). J. McHugh. Leo Feist, Inc., cop. 1935.

Without a song (Great Day!). V. Youmans. Miller Music, Inc., cop. 1929 by V. Youmans, Inc.

Woman is only a woman but a good cigar is a smoke (Miss Dolly Dollars). V. Herbert. M. Witmark & Sons, cop. 1905.

Wonder bar (film; Wonder Bar). H. Warren. M. Witmark & Sons, cop. 1934.

'swonderful (Funny Face). G. Gershwin. New World Music Corp., cop. 1927.

The wooing of the violin (Some Colonel). V. Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1920.

The words are in my heart (film: Gold Diggers of 1935). H. Warren. M. Witmark & Sons, cop. 1935.

Would you like to take a walk? (Sweet And Low). H. Warren. Remick Music Corp., cop. 1930.

Y

The Yama Yama man (The Three Twins). K. Hoschna. M. Witmark & Sons, cop. 1908.

The Yankee Doodle boy (Little Johnny Jones). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1904 by F. A. Mills; renewed 1932 by George M. Cohan.

Yesterday (Roberta). J. Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

You're a builder upper (Life Begins At 8:40). H. Arlen. Harms Inc., cop. 1934.

You're a grand old flag (George Washington, Jr.). G. M. Cohan. Jerry Vogel Music Co., Inc., cop. 1906 by F. A. Mills; renewed 1934 by George M. Cohan.

You're an old smoothie (Take a Chance). V. Youmans. Harms Inc., cop. 1932.

You're devastating (Roberta). J. Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

You are free (Apple Blossoms). V. Jacobi. T. B. Harms & Francis, Day & Hunter, cop. 1919.

You're getting to be a habit with me (film: Forty-Second Street). H. Warren. M. Witmark & Sons, cop. 1932.

You are love (Show Boat). J. Kern. T. B. Harms Co., cop. 1928.

You are mine evermore (The Circus Princess). E. Kálmán. Harms Inc., cop. 1926 by Emmerich Kálmán, Julius Brammer & Alfred Grünewald; cop. 1927 by Harms Inc.

You're my everything (The Laugh Parade). H. Warren. Harms Inc., cop. 1931.

You are my lucky star (film: Broadway Melody Of 1936). N. H. Brown. Robbins Music Corp., cop. 1935 by Metro-Goldwyn-Mayer Corp.; assigned 1935 to Robbins Music Corp.

You're my past, present and future (film: Broadway Thru a Keyhole). H. Revel. DeSylva, Brown and Henderson, Inc., cop. 1933.

You're the cream in my coffee (Hold Everything). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

You are the night and the music (Revenge With Music). A. Schwartz. Harms Inc., cop. 1934.

You're the top (Anything Goes). C. Porter. Harms Inc., cop. 1934.

You belong to me (The Century Girl). V. Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1916.

You brought a new kind of love to me (film: The Big Pond). S. Fain, I. Kahal and P. Norman. Famous Music Corp., cop. 1930.

You do something to me (Fifty Million Frenchmen). C. Porter. Harms Inc., cop. 1929.

You do the darn'dest things, baby (film: Pigskin Parade). L. Pollack. Sam Fox Pub. Co., cop. 1936 by Movietone Music Corp.

You don't know Paree (Fifty Million Frenchmen). C. Porter. Harms Inc., cop. 1929.

You know and I know (Nobody Home). J. Kern. T. B. Harms & Francis, Day & Hunter, cop. 1915.

You let me down (film: Stars Over Broadway). H. Warren. Harms Inc., cop. 1935.

You turned the tables on me (film: Sing, Baby, Sing). L. Alter. Sam Fox Publishing Co., cop. 1936 by Movietone Music Corp.

You wouldn't fool me (Follow Thru). B. G. DeSylva, L. Brown and R. Henderson. DeSylva, Brown & Henderson, cop. 1928.

Young and healthy (film: Forty-second Street). H. Warren. M. Witmark & Sons, cop. 1932.

Your land and my land (My Maryland). S. Romberg. Harms Inc., cop. 1927.

Yours is my heart alone (Land of Smiles). F. Lehar. Shubert Music Publishing Corp., cop. 1931.

Yours sincerely (Spring Is Here). R. Rodgers. Harms Inc., cop. 1929.

Z

Zigeuner (Bitter Sweet). N. Coward. Chappell & Co., Ltd., cop. 1929.

BEST SELLERS—BOOKS

Books with the highest sales during the past 15 years are noted in the accompanying list, prepared through the courtesy of *The Publishers' Weekly.*

Fiction and non-fiction are the main classifications from 1921 to 1931. In 1932 a further category—juvenile books—was added. The order in which the books are listed for each year, classification by classification, is their correct rank as sellers. The abbreviation "d.p.," appended after the publisher's name, beginning with the year 1925, refers to actual date of publication.

1921 FICTION

Main Street; Sinclair Lewis; Harcourt, Brace.

The Brimming Cup; Dorothy Canfield; Harcourt, Brace.

The Mysterious Rider; Zane Grey; Harper.

The Age of Innocence; Edith Wharton; Appleton.

The Valley of Silent Men; James Oliver Curwood; Cosmopolitan.

The Sheik; Edith M. Hull; Small Maynard.

A Poor Wise Man; Mary Roberts Rinehart; Doran.

Her Father's Daughter; Gene Stratton-Porter; Doubleday.

The Sisters-in-Law; Gertrude Atherton; Stokes.

The Kingdom Round the Corner; Coningsby Dawson; Cosmopolitan.

1921 NON-FICTION

The Outline of History; H. G. Wells; Macmillan.

White Shadows in the South Seas; Frederick O'Brien; Century.

The Mirrors of Downing Street; Gentleman with a Duster; Century.

Mystic Isles of the South Seas; Frederick O'Brien; Century.

The Autobiography of Margot Asquith; Doran.

Peace Negotiations; Robert Lansing; Houghton.

1922 FICTION

If Winter Comes; A. S. M. Hutchinson; Little, Brown.

The Sheik; Edith M. Hull; Small Maynard.

Gentle Julia; Booth Tarkington; Doubleday, Page.

Head of the House of Coombe; Frances Hodgson Burnett; Stokes.

Simon Called Peter; Robert Keable; Dutton.

The Breaking Point; Mary Roberts Rinehart; Doran.

This Freedom; A. S. M. Hutchinson; Little, Brown.

Maria Chapdelaine; Louis Hemon; Macmillan.

To the Last Man; Zane Grey; Harper.

Babbitt; Sinclair Lewis; Harcourt.

Helen of the Old House; Harold Bell Wright; Appleton.

1922 NON-FICTION

The Outline of History; H. G. Wells; Macmillan.

The Story of Mankind; Hendrik Van Loon; Boni & Liveright.

The Americanization of Edward Bok; Scribner.

Diet and Health; Lulu Hunt Peters; Reilly & Lee.

The Mind in the Making; James Harvey Robinson; Harper.

Outline of Science; J. Arthur Thomson; Putnam.

Outwitting Our Nerves; Jackson & Salisbury; Century.

Queen Victoria; Lytton Strachey; Harcourt.

Mirrors of Washington; Anonymous; Putnam.

Painted Windows; Anonymous; Putnam.

1923 FICTION

Black Oxen; Gertrude Atherton; Boni.

His Children's Children; Arthur Train; Scribner.

The Enchanted April; Elizabeth; Doubleday.

Babbitt; Sinclair Lewis; Harcourt, Brace.

The Dim Lantern; Temple Bailey; Penn.

This Freedom; A. S. M. Hutchinson; Little, Brown.

The Mine with the Iron Door; Harold Bell Wright; Appleton.

The Wanderer of the Wasteland; Zane Grey; Harper.

The Sea-Hawk; Rafael Sabatini; Houghton.

The Breaking Point; Mary Roberts Rinehart; Doran.

1923 NON-FICTION

Etiquette; Emily Post; Funk & Wagnalls.

Life of Christ; Giovanni Papini; Harcourt, Brace.

Life and Letters of Walter H. Page; Burton Hendrick; Doubleday.

The Mind in the Making; James Harvey Robinson; Harper.

The Outline of History; H. G. Wells; Macmillan.

Diet and Health; Lulu Hunt Peters; Reilly & Lee.

Self-Mastery Through Conscious Auto-Suggestion; Emile Coue; American Library Service.

Americanization of Edward Bok; Scribner.

The Story of Mankind; Hendrik Van Loon; Boni.

A Man from Maine; Edward Bok; Scribner.

1924 FICTION

So Big; Edna Ferber; Doubleday.

Plastic Age; Percy Marks; Century.

Little French Girl; Anne Douglas Sedgwick; Houghton.

The Heirs Apparent; Philip Gibbs; Doran.

A Gentleman of Courage; James Oliver Curwood; Cosmopolitan.

Call of the Canyon; Zane Grey; Harper.

The Midlander; Booth Tarkington; Doubleday.

Coast of Folly; Coningsby Dawson; Cosmopolitan.

Mistress Wilding; Rafael Sabatini; Houghton.

The Homemaker; Dorothy Canfield Fisher; Harcourt.

1924 NON-FICTION

Diet and Health; Lulu Hunt Peters; Reilly & Lee.

Life of Christ; Giovanni Papini; Harcourt, Brace.

Boston Cooking School Cook Book; Fannie Farmer; Little, Brown.

Etiquette; Emily Post, Funk & Wagnalls.

Ariel; Andrew Maurois; Appleton.

Cross Word Puzzle Books; Simon & Schuster.

Autobiography; Mark Twain; Harper.

Saint Joan; Bernard Shaw; Brentano's.

New Decalogue of Science; Albert E. Wiggam; Bobbs-Merrill.

Americanization of Edward Bok; Scribner.

1925 FICTION

Soundings; A. Hamilton Gibbs; Little, Brown (d.p., March).

The Constant Nymph; Margaret Kennedy; Doubleday (d.p., February).

The Keeper of the Bees; Gene Stratton-Porter; Doubleday (d.p., August).

Glorious Apollo; E. Barrington; Dodd, Mead (d.p., August).

The Green Hat; Michael Arlen; Doran (d.p., September, 1924).

The Little French Girl; Anne Douglas Sedgwick; Houghton (d.p., August, 1924).

Arrowsmith; Sinclair Lewis; Harcourt, Brace (d.p., March).

The Perennial Bachelor; Anne Parish; Harper (d.p., August).

The Carolinian; Rafael Sabatini; Houghton (d.p., February).

One Increasing Purpose; A. S. M. Hutchinson; Little, Brown (d.p., September).

1925 NON-FICTION

Diet and Health; Lulu Hunt Peters; Reilly & Lee (d.p., 1921).

The Boston Cooking School Cook Book; Fannie Farmer; Little, Brown (d.p., 1896).

When We Were Very Young; A. A. Milne; Dutton (d.p., December, 1924).

The Man Nobody Knows; Bruce Barton; Bobbs-Merrill (d.p., April).

The Life of Christ; Giovanni Papini Harcourt, Brace (d.p., 1923).

Ariel; Andre Maurois; Appleton (d.p., May, 1924).

Twice Thirty; Edward Bok; Scribner (d.p., January).

Twenty-Five Years; Lord Grey; Stokes (d.p., September).

Anatole France, Himself; J. J. Brousson; Lippincott (d.p., June).

The Cross Word Puzzle Books (1st to 4th series); Simon & Schuster (d.p., April, 1924-November, 1925).

1926 FICTION

The Private Life of Helen of Troy; John Erskine; Bobbs-Merrill (d.p., November, 1925).

Gentlemen Prefer Blondes; Anita Loos; Boni & Liveright (d.p., November, 1925).

Sorrell and Son; Warwick Deeping; Knopf (d.p., February).

The Hounds of Spring; Sylvia Thompson; Little, Brown (d.p., February).

Beau Sabreur; P. C. Wren; Stokes (d.p. July).

The Silver Spoon; John Galsworthy; Scribner; (d.p., July).

Beau Geste; P. C. Wren; Stokes: Grosset & Dunlap (d.p., January, 1925).

Show Boat; Edna Ferber; Doubleday (d.p., August).

After Noon; Susan Ertz; Appleton (d.p., May).

The Blue Window; Temple Bailey; Penn (d.p., March).

Hangman's House; Donn Byrne; Century (d.p., April).

1926 NON-FICTION

The Man Nobody Knows; Bruce Barton; Bobbs-Merrill (d.p., April, 1925).

Why We Behave Like Human Beings; George A. Dorsey; Harper (d.p., October).

Diet and Health; Lulu Hunt Peters; Reilly & Lee (d.p., 1921).

Our Times; Mark Sullivan; Scribner (d.p., March).

The Boston Cooking School Cook Book; Fannie Farmer; Little, Brown (d.p., 1896).

Auction Bridge Complete; Milton C. Work; Winston (d.p., April).

The Book Nobody Knows; Bruce Barton; Bobbs-Merrill (d.p., July).

The Story of Philosophy; Will Durant; Simon & Schuster (d.p., June).

The Light of Faith; Edgar A. Guest; Reilly & Lee (d.p., April).

Jefferson and Hamilton; Claude G. Bowers; Houghton (d.p., November, 1925).

1927 FICTION

Elmer Gantry; Sinclair Lewis; Harcourt, Brace (d.p., March).

The Plutocrat; Booth Tarkington; Doubleday, Page (d.p., January).

Doomsday; Warwick Deeping; Knopf (d.p., February).

Sorrell and Son; Warwick Deeping; Knopf (d.p., February, 1926).

Jalna; Mazo De La Roche; Little, Brown (d.p., October).

Lost Ecstasy; Mary Roberts Rinehart; Doran (d.p., June).

Twilight Sleep; Edith Wharton; Appleton (d.p., May).

Tomorrow Morning; Anne Parrish; Houghton (d.p., January).

The Old Countess; Anne Douglas Sedgwick; Stokes (d.p., April).

A Good Woman; Louis Bromfield; Stokes (d.p., July).

1927 NON-FICTION

The Story of Philosophy; Will Durant; Simon & Schuster (d.p., June, 1926).

Napoleon; Emil Ludwig; Boni & Liveright (d.p., January).

Revolt in the Desert; T. E. Lawrence; Doran (d.p., April).

Trader Horn; Alfred A. Horn and Ethelreda Lewis; Simon & Schuster (d.p., June).

We; Charles A. Lindbergh; Putnam (d.p., August).

Ask Me Another; Julian Spafford and Lucien Esty; Viking (d.p., February).

The Royal Road to Romance; Richard Halliburton; Bobbs-Merrill (d.p., October, 1925).

The Glorious Adventure; Richard Halliburton; Bobbs-Merrill (d.p., May).

Why We Behave Like Human Beings; George A. Dorsey; Harper (d.p., October, 1925).

Mother India; Katherine Mayo; Harcourt, Brace (d.p., June).

1928 FICTION

The Bridge of San Luis Rey; Thornton Wilder; Boni (d.p., December, 1927).

Wintersmoon; Hugh Walpole; Doubleday, Doran (d.p., February).

Swan Song; John Galsworthy; Scribner (d.p., July).

The Greene Murder Case; S. S. Van Dine; Scribner (d.p., April).

Bad Girl; Vina Delmar; Harcourt, Brace (d.p., April).

Claire Ambler; Booth Tarkington; Doubleday, Doran (d.p., January).

Old Pybus; Warwick Deeping; Knopf (d.p., September).

All Kneeling; Anne Parrish; Harper (d.p., September).

Jalna; Mazo De La Roche; Little, Brown (d.p., October, 1927).

The Strange Case of Miss Annie Spragg; Louis Bromfield; Stokes (d.p., September).

A President Is Born; Fannie Hurst; Harper (d.p., January).

1928 NON-FICTION

Disraeli; Andre Maurois; Appleton (d.p., February).

Mother India; Katherine Mayo; Harcourt, Brace (d.p., June, 1927).

Trader Horn, vol. 1; A. A. Horn and Ethelreda Lewis; Simon & Schuster (d.p., June, 1927).

Napoleon; Emil Ludwig; Liveright (d.p., January, 1927).

Strange Interlude; Eugene O'Neill; Liveright (d.p., March).

We; Charles A. Lindbergh; Putnam (d.p., August, 1927).

Count Luckner, the Sea Devil; Lowell Thomas; Doubleday, Doran (d.p., October, 1927).

Goethe; Emil Ludwig; Putnam (d.p., August).

Skyward; Richard E. Byrd; Putnam (d.p., March).

The Intelligent Woman's Guide to Socialism and Capitalism; George Bernard Show; Brentano's (d.p., June).

Poems in Praise of Practically Nothing; Samuel Hoffenstein; Liveright (d.p., March).

Safari; Martin Johnson; Putnam (d.p., March).

1929 FICTION

All Quiet on the Western Front; Erich M. Remarque; Little, Brown (d.p., June).

Dodsworth; Sinclair Lewis; Harcourt, Brace (d.p., March).

Dark Hester; Anne Douglas Sedgwick; Houghton (d.p., March).

The Bishop Murder Case; S. S. Van Dine; Scribner (d.p., February).

Roper's Row; Warwick Deeping; Knopf (d.p., August).

Peder Victorious; O. E. Rolvaag; Harper (d.p., January).

Mamba's Daughters; Du Bose Heyward; Doubleday, Doran (d.p., February).

The Galaxy; Susan Ertz; Appleton (d.p., August).

Scarlet Sister Mary; Julia Peterkin; Bobbs-Merrill (d.p., October, 1928).

Joseph and His Brethren; H. W. Freeman; Holt (d.p., January).

They Stooped to Folly; Ellen Glasgow; Doubleday, Doran (d.p., August).

Whiteoaks of Jalna; Mazo De La Roche; Little, Brown (d.p., September).

A Farewell to Arms; Ernest Hemingway; Scribner (d.p., October).

This Strange Adventure; Mary Roberts Rinehart; Doubleday, Doran (d.p., March).

The Case of Sergeant Grischa; Arnold Zweig; Viking Press (d.p., December, 1928).

1929 NON-FICTION

The Art of Thinking; Ernest Dimnet; Simon & Schuster (d.p., November, 1928).

Henry the Eighth; Francis Hackett; Liveright; (d.p., April).

The Cradle of the Deep; Joan Lowell; Simon & Schuster (d.p., March).

Elizabeth and Essex; Lytton Strachey; Harcourt, Brace (d.p., December, 1928).

The Specialist; Chic Sale; Specialist Publishing Co. (d.p., April).

A Preface to Morals; Walter Lippmann; Macmillan (d.p., May).

Believe It or Not; Robert L. Ripley; Simon & Schuster (d.p., January).

John Brown's Body; Stephen Vincent Benet; Doubleday, Doran (d.p., August, 1928).

The Tragic Era; Claude G. Bowers; Houghton (d.p., September).

The Mansions of Philosophy; Will Durant; Simon & Schuster (d.p., June).

The Magic Island; W. B. Seabrook; Harcourt, Brace (d.p., January).

Salt Water Taffy; Corey Ford; Putnam (d.p., June).

1930 FICTION

Cimarron; Edna Ferber; Doubleday, Doran (d.p., March).

Exile; Warwick Deeping; Knopf (d.p., March).

The Woman of Andros; Thornton Wilder; Boni (d.p., February).

Years of Grace; Margaret Ayer Barnes; Houghton (d.p., June).

Angel Pavement; J. B. Priestley; Harper (d.p., September).

The Door; Mary Roberts Rinehart; Farrar & Rinehart (d.p., March).

Rogue Herries; Hugh Walpole; Doubleday, Doran (d.p., April).

Chances; A. Hamilton Gibbs; Little, Brown (d.p., June).

Young Man of Manhattan; Katharine Brush; Farrar & Rinehart (d.p., January).

Twenty-Four Hours; Louis Bromfield; Stokes (d.p., September).

1930 NON-FICTION

The Story of San Michele; Dr. Axel Munthe; Dutton (d.p., November, 1929).

The Strange Death of President Harding; Gaston B. Means and May Dixon Thacker; Guild Publishing Corp. (d.p., March).

Byron; Andre Maurois; Appleton (d.p., March).

The Adams Family; James Truslow Adams; Little, Brown (d.p., June).

Lone Cowboy; Will James; Scribner (d.p., August).

Lincoln; Emil Ludwig; Little, Brown (d.p., February).

The Story of Philosophy; Will Durant; Garden City Publishing Co. (d.p., March).

The Outline of History; H. G. Wells; Garden City Publishing Co. (d.p., November, 1929).

The Art of Thinking; Ernest Dimnet; Simon & Schuster (d.p., 1928).

The Rise of American Civilization; Charles and Mary Beard; Macmillan (d.p., February).

1931 FICTION

The Good Earth; Pearl S. Buck; John Day (d.p., March).

Shadows on the Rock; Willa Cather; Knopf (d.p., August).

A White Bird Flying; Bess Streeter Aldrich; Appleton (d.p., August).

Grand Hotel; Vicki Baum; Doubleday, Doran (d.p., January).

Years of Grace; Margaret Ayer Barnes; Houghton (d.p., June, 1930).

The Road Back; Erich M. Remarque; Little, Brown (d.p., May).

The Bridge of Desire; Warwick Deeping; McBride (d.p., March).

Back Street; Fannie Hurst; Cosmopoliton (d.p., January).

Finch's Fortune; Mazo De La Roche; Little, Brown (d.p., September).

Maid in Waiting; John Galsworthy; Scribner (d.p., October).

1931 NON-FICTION

Education of a Princess; Grand Duchess Marie; Viking Press (d.p., January).

The Story of San Michele; Dr. Axel Munthe; Dutton (d.p., November, 1929).

Washington Merry-Go-Round; Liveright (d.p., July).

Boners; Viking Press (d.p., February).

Culbertson's Summary; Ely Culbertson; Bridge World (d.p., July).

Contract Bridge Blue Book; Ely Culbertson; Bridge World (d.p., December, 1930).

Fatal Interview; Edna St. Vincent Millay; Harper (d.p., August).

The Epic of America; James Truslow Adams; Little, Brown (d.p., October).

Mexico; Stuart Chase; Macmillan (d.p., August).

New Russia's Primer; M. Ilin; Houghton (d.p., May).

1932 FICTION

The Good Earth; Pearl S. Buck; John Day (d.p., March, 1931).

The Fountain; Charles Morgan; Knopf (d.p., June).

Sons; Pearl S. Buck; John Day (d.p., September).

Magnolia Street; Louis Golding; Farrar & Rinehart (d.p., March).

The Sheltered Life; Ellen Glasgow; Doubleday, Doran (d.p., August).

Old Wine and New; Warwick Deeping; Knopf (d.p., April).

Mary's Neck; Booth Tarkington; Doubleday, Doran (d.p., January).

The Magnificent Obsession; Lloyd C. Douglas; Willett, Clark (d.p., 1929).

Inheritance; Phyllis Bentley; Macmillan (d.p., September).

Three Loves; A. J. Cronin; Little, Brown (d.p., April).

1932 NON-FICTION

The Epic of America; James Truslow Adams; Little, Brown (d.p., October, 1931).

Only Yesterday; Frederick L. Allen; Harper (d.p., November, 1931).

A Fortune to Share; Vash Young; Bobbs-Merrill (d.p., September, 1931).

Culbertson's Summary; Ely Culbertson; Bridge World (d.p., July, 1931).

Van Loon's Geography; Hendrik Van Loon; Simon & Schuster (d.p., September).

What We Live By; Ernest Dimnet; Simon & Schuster (d.p., June).

The March of Democracy; James Truslow Adams; Scribner (d.p., September).

Washington Merry-Go-Round; Liveright & Blue Ribbon Books (d.p., July, 1931).

The Story of My Life; Clarence Darrow; Scribner (d.p., February).

More Merry-Go-Round; Liveright (d.p., August).

1932 JUVENILES

Waterless Mountain; Laura A. Armer; Longmans, Green.

The Adventures of Mickey Mouse; McKay.

Igloo; Jane B. Walden; Putnam.

Raggedy Ann in Cookie Land; John B. Gruelle; Volland.

Angus and the Cat; Marjorie Flack; Doubleday, Doran.

The Purple Prince of Oz; Ruth Plumly Thompson; Reilly & Lee.

The Cat Who Went to Heaven; Elizabeth Coatsworth; Macmillan.

Michael Who Missed His Train; Dorothy and Marguerite Bryan; Doubleday, Doran.

The Adventures of Mickey Mouse, Book 2; McKay.

Ask Mr. Bear; Marjorie Flack; Macmillan.

1933 FICTION

Anthony Adverse; Hervey Allen; Farrar & Rinehart (d.p., June).

As the Earth Turns; Gladys Hasty Carroll; Macmillan (d.p., May).

Ann Vickers; Sinclair Lewis; Doubleday (d.p., January).

The Magnificent Obsession; Lloyd C. Douglas; Willett, Clark (d.p., 1929).

One More River; John Galsworthy; Scribner (d.p., September).

Forgive Us Our Trespasses; Lloyd C. Douglas; Houghton (d.p., November, 1932).

The Master of Jalna; Mazo De La Roche; Little, Brown (d.p., September).

Miss Bishop; Bess Streeter Aldrich; Appleton-Century (d.p., August).

The Farm; Louis Bromfield; Harper (d.p., August).

Little Man, What Now?; Hans Fallada; Simon & Schuster (d.p., June).

1933 NON-FICTION

Life Begins at Forty; Walter B. Pitkin; Whittlesey House (d.p., October, 1932).

Marie Antoinette; Stefan Zweig; Viking Press (d.p., April).

British Agent; R. H. Bruce Lockhart; Putnam (d.p., February).

100,000,000 Guinea Pigs; Arthur Kallet and F. J. Schlink; Vanguard Press (d.p., January).

The House of Exile; Nora Waln; Little, Brown (d.p., May).

Van Loon's Geography; Hendrik Van Loon; Simon & Schuster (d.p., September, 1932).

Looking Forward; Franklin D. Roosevelt; John Day (d.p., March).

Contract Bridge Blue Book of 1933; Ely Culbertson; Bridge World (d.p., February).

The Arches of the Years; Halliday Sutherland; Morrow (d.p., June).

The March of Democracy, Vol. 2; James Truslow Adams; Scribner (d.p., March).

1933 JUVENILES

The Pop-Up Mickey Mouse; Blue Ribbon Books (d.p., September).

The Pop-Up Pinocchio; C. Collodi; Blue Ribbon Books (d.p., November, 1932).

Three Little Pigs; Blue Ribbon Books (d.p., November).

Spunky; Berta and Elmer Hader; Macmillan (d.p., September).

Jack the Giant Killer, Pop-Up edition; Blue Ribbon Books (d.p., November, 1932).

The Adventures of Mickey Mouse, Book 2; McKay (d.p., September, 1932).

A Child's History of the World; V. M. Hillyer; Appleton-Century; (d.p., 1931).

Ask Mr. Bear; Marjorie Flack; Macmillan (d.p., September, 1932).

Young Fu of the Upper Yangtze; Elizabeth F. Lewis; Winston (d.p., March, 1932).

The Story About Ping; Marjorie Flack; Viking Press (d.p., September).

1934 FICTION

Anthony Adverse; Hervey Allen; Farrar & Rinehart (d.p., June, 1933).

Lamb in His Bosom; Caroline Miller; Harper (d.p., September, 1933).

So Red the Rose; Stark Young; Scribner (d.p., July).

Good-Bye, Mr. Chips; James Hilton; Little, Brown (d.p., June).

Within This Present; Margaret Ayer Barnes; Houghton (d.p., November, 1933).

Work of Art; Sinclair Lewis; Doubleday, Doran (d.p., January).

Private Worlds; Phyllis Bottome; Houghton (d.p., March).

Mary Peters; Mary Ellen Chase; Macmillan (d.p., September).

Oil for the Lamps of China; Alice Tisdale Hobart; Bobbs-Merrill (d.p., October, 1933).

Seven Gothic Tales; Isak Dinesen; Smith & Haas (d.p., April).

1934 NON-FICTION

While Rome Burns; Alexander Woollcott; Viking Press (d.p., March).

Life Begins at Forty; Walter B. Pitkin; Whittlesey House (d.p., October, 1932).

Nijinsky; Romola Nijinsky; Simon & Schuster (d.p., March).

100,000,000 Guinea Pigs; Arthur Kallet and F. J. Schlink; Vanguard Press (d.p., January, 1933).

The Native's Return; Louis Adamic; Harper (d.p., February).

Stars Fell on Alabama; Carl Carmer; Farrar & Rinehart (d.p., June).

Brazilian Adventure; Peter Fleming; Scribner (d.p., January).

Forty-Two Years in the White House; Ike Hoover; Houghton (d.p., September).

You Must Relax; Edmund Jacobson; Whittlesey House (d.p., April).

The Life of Our Lord; Charles Dickens; Simon & Schuster (d.p., May).

1934 JUVENILES

The Story Book of Things We Use; Maud and Miska Petersham; Winston (d.p., December, 1933).

Scamper; Anna Roosevelt Dall; Macmillan (d.p., March).

Three Little Pigs; Blue Ribbon Books (d.p., November, 1933).

Invincible Louisa; Cornelia Meigs; Little, Brown (d.p., June, 1933).

The Wind in the Willows; Kenneth Grahame; Scribner (d.p., September, 1933).

Young Fu of the Upper Yangtze; Elizabeth F. Lewis; Winston (d.p., March, 1932).

The Big Bad Wolf and Little Red Riding Hood; Blue Ribbon Books (d.p., May).

The Mickey Mouse Waddle Book; Blue Ribbon Books (d.p., October).

Spunky; Berta and Elmer Hader; Macmillan (d.p., September, 1933).

Midget and Bridget; Berta and Elmer Hader; Macmillan (d.p., October).

1935 FICTION

Green Light; Lloyd C. Douglas; Houghton Mifflin (d.p., March).

Vein of Iron; Ellen Glasgow; Harcourt, Brace (d.p., August).

Of Time and the River; Thomas Wolfe; Scribner (d.p., March).

Time Out of Mind; Rachel Field; Macmillan (d.p., April).

Good-Bye, Mr. Chips; James Hilton; Little, Brown (d.p., June, 1934).

The Forty Days of Musa Dagh; Franz Werfel; Viking Press (d.p., November, 1934).

Heaven's My Destination; Thornton Wilder; Harper (d.p., January).

Lost Horizon; James Hilton; Morrow (date of republication, November, 1934).

Come and Get It; Edna Ferber; Doubleday, Doran (d.p., February).

Europa; Robert Briffault; Scribner (d.p., September).

It Can't Happen Here; Sinclair Lewis; Doubleday, Doran (d.p., October).

1935 NON-FICTION

North to the Orient; Anne Morrow Lindbergh; Harcourt, Brace (d.p., August).

While Rome Burns; Alexander Woollcott; Viking Press (d.p., March, 1934).

Life with Father; Clarence Day; Knopf (d.p., August).

Personal History; Vincent Sheean; Doubleday, Doran (d.p., February).

Seven Pillars of Wisdom; T. E. Lawrence Doubleday, Doran (d.p., September).

Francis the First; Francis Hackett; Doubleday, Doran (d.p., March).

Mary, Queen of Scotland and the Isles; Stefan Zweig; Viking Press (d.p., August).

Rats, Lice and History; Hans Zinsser; Little, Brown (d.p., February).

R. E. Lee; Douglas S. Freeman; Scribner (d.p., October, 1934).

Skin Deep; M. C. Phillips; Vanguard Press (d.p., November, 1934).

1935 JUVENILES

The Little Colonel, Shirley Temple Edition; Annie Fellowes Johnston; Burt (d.p., March).

Mary Poppins; P. L. Travers; Reynal & Hitchcock (d.p., December, 1934).

Dobry; Monica Shannon; Viking Press (d.p., November, 1934).

Winnie-the-Pooh; A. A. Milne; Dutton (date of republication, August).

Young Cowboy; Will James; Scribner (d.p., October).

The Story Book of Things We Use; Maud and Miska Petersham; Winston (d.p., December, 1933).

David Copperfield; Charles Dickens; Dodd, Mead; Grosset & Dunlap.

Invincible Louisa; Cornelia Meigs; Little, Brown (d.p., June, 1933).

Mary Poppins Comes Back; P. L. Travers; Reynal & Hitchcock (d.p., November).

The Story Book of Earth's Treasures; Maud and Miska Petersham; Winston (d.p., May).

1936 FICTION

Gone With the Wind; Margaret Mitchell; Macmillan (d.p., June).

The Last Puritan; George Santayana; Scribner (d.p., February).

Sparkenbroke; Charles Morgan; Macmillan (d.p., April).

Drums Along the Mohawk; Walter D. Edmonds; Little, Brown (d.p., July).

It Can't Happen Here; Sinclair Lewis; Doubleday, Doran (d.p., October, 1935).

White Banners; Lloyd C. Douglas; Houghton Mifflin (d.p., October).

The Hurricane; Charles Nordhoff and James Norman Hall; Little, Brown (d.p., February).

The Thinking Reed; Rebecca West; Viking Press (d.p., March).

The Doctor; Mary Roberts Rinehart; Farrar & Rinehart (d.p., May).

Eyeless in Gaza; Alduous Huxley; Harper (d.p., July).

1936 NON-FICTION

Man, the Unknown; Alexis Carrel; Harper (d.p., September).

Wake Up and Live!; Dorothea Brande; Simon & Schuster (d.p., February).

The Way of a Transgressor; Negley Farson; Harcourt, Brace (d.p., February).

Around the World in Eleven Years; Patience, Richard and John Abbe; Stokes (d.p., April).

North to the Orient; Anne Morrow Lindbergh; Harcourt, Brace (d.p., August, 1935).

An American Doctor's Odyssey; Victor Heiser; Norton (d.p., August).

Inside Europe; John Gunther; Harper (d.p., February).

Live Alone and Like It; Marjorie Hillis; Bobbs-Merrill (d.p., July).

Life with Father; Clarence Day; Knopf (d.p., August, 1935).

I Write As I Please; Walter Duranty; Simon & Schuster (d.p., November, 1935).

1936 JUVENILES

Caddie Woodlawn; Carol Ryrie Brink; Macmillan (d.p., May, 1935).

The Songs We Sing; Hendrik Willem Van Loon and Grace Castagnetta; Simon & Schuster (d.p., September).

The Story of Ferdinand; Munro Leaf; Viking Press (d.p., September).

The Good Master; Kate Seredy; Viking Press (d.p., December, 1935).

Farm on the Hill; Madeline D. Horn; Scribner (d.p., March).

George Washington; Ingri and Edgar Parin D'Aulaire; Doubleday, Doran (d.p., September).

Little Lord Fauntleroy; Frances Hodgson Burnett; Scribner (d. republication, March).

Who Goes There?; Dorothy P. Lathrop; Macmillan (d.p., November, 1935).

MODERN BOOKS WITH 1,000,000 OR MORE SALES

Anthony Adverse; Hervey Allen.
Ben Hur; Lew Wallace.
Black Beauty; Mrs. Anna Sewell.
Call of the Wild; Jack London.
David Harum; Edward Noyes Westcott.
Five Little Peppers and How They Grew; Mrs. Harriet Mulford Lathrop.
Freckles; Gene Stratton Porter.
Girl of the Limberlost; Gene Stratton Porter.
Gone With the Wind; Margaret Mitchell.
Harvester; Gene Stratton Porter.
Huckleberry Finn; Mark Twain.
In His Steps; Charles Monroe Sheldon.
Laddie; Gene Stratton Porter.
Pollyanna; Eleanor Hodgman Porter.
Story of the Bible; Hendrik Willem Van Loon.
The Little Shepherd of Kingdom Come; John Fox.
The Sheik; Mrs. Edith Maude Hull.
The Trail of the Lonesome Pine; John Fox.
The Virginian; Owen Wister.
Tom Sawyer; Mark Twain.
Treasure Island; R. L. Stevenson.
Trilby; George Du Maurier.
Wells Outline of History; H. G. Wells.
Winning of Barbara Worth; Harold Bell Wright.

NEWSPAPER COMIC STRIPS AND COLUMNS

Probably a dozen large-scale network and spot programs have originated in newspaper comic strips. And on a similar scale the authors of newspaper columns—on the basis of their ready-made audience—have become radio performers or guest artists.

Because of these facts, there is presented herewith, a summary of the major newspaper comic strips, cartoons and columns.

In some instances, the syndicates controlling these features have been reticent about quoting the number of newspapers subscribing to their features. In such cases, further data has been omitted in preference to engaging in guesswork. Where newspaper subscribers are quoted, the figures are strictly those given to the VARIETY RADIO DIRECTORY by the syndicates themselves. No further checks or investigations were deemed possible, or fruitful, due to the highly competitive field in which these syndicates operate.

An asterisk (*) before the name of a column or comic strip denotes that it has been turned into radio material at some time or another.

The Bell Syndicate, Inc. (Comic Strips)

Name of comic strip.	Author.	Newspaper subscribers.
*John Winslow of the Navy (daily, weekly)	Frank Martinek	125 newspapers
Mutt & Jeff (daily, weekly)	Bud Fisher	250 newspapers
The Nebbs (daily, weekly)	Sol Hess	180 newspapers
S'Matter Pop (daily, weekly)	C. M. Payne	35 newspapers
Tailspin Tommy (daily)	Hal Forrest	127 newspapers
Toonerville Folks (daily, weekly)	Fontaine Fox	175 newspapers
Williams Cartoons (daily)	Gluyas Williams	120 newspapers

Chicago Tribune-New York News Syndicate, Inc. (Comic Strips)

Name of comic strip.	Author.
Corky (weekly)	Frank King
Dick Tracy (daily, weekly)	Chester Gould
Gasoline Alley (daily, weekly)	Frank King
*The Gumps (daily, weekly)	Gus Edson
Harold Teen (daily, weekly)	Carl Ed
Josie (weekly)	Carl Ed
Little Joe (weekly)	Ed Leffingwell
*Little Orphan Annie (daily, weekly)	Harold Gray
Moon Mullins (daily, weekly)	Frank Willard
Smilin' Jack (weekly)	Zack Mosley
Smitty (daily, weekly)	Walter Berndt
Smokey—Spooky (weekly)	Bill Holman
Streaky—Dopey Dildock (weekly)	Loy Byrnes
Sweeney and Son—Jinglets (weekly)	Al Posen
Terry and the Pirates (daily, weekly)	Milton Caniff
Tiny Tim—Dill and Daffy (weekly)	Stanley Link
Winnie Winkle (daily, weekly)	Martin Banner

Chicago Tribune-New York News Syndicate, Inc. (Columns)

Name of column.	Author.
Broadway Column (daily)	Ed Sullivan
New York Column (daily)	John Chapman
Washington Column	

King Features Syndicate, Inc. (Comic Strips)

Name of comic strip.	Author.	Ranking according to number of newspapers subscribing.
*Thimble Theatre, starring Popeye (daily, weekly)	E. C. Segar	1
Bringing Up Father (daily, weekly)	George McManus	2
Tillie the Toiler (daily, weekly)	Russ Westover	3
Mickey Mouse (daily, weekly)	Walt Disney	4
Room and Board (daily, weekly)	Gene Ahern	5
Little Annie Rooney (daily, weekly)	Brandon Walsh	6
Blondie (daily, weekly)	Chic Young	7
*Tim Tyler's Luck (daily, weekly)	Lyman Young	8
Henry (daily, weekly)	Carl Anderson	9
Katzenjammer Kids (weekly)	H. H. Knerr	10

(Others, not listed according to popularity, but in alphabetical order, include):

Name of comic strip.	Author.
Ace Drummond (weekly)	Capt. Eddie Rickenbacker
Always Belittlin' (weekly)	Percy L. Crosby
Barney Google (daily, weekly)	Billy DeBeck
Betty Boop (weekly)	Max Fleisher
Col. Potterby and the Duchess (weekly)	Chic Young
Elmer (weekly)	"Doc" Winner
Felix the Cat (daily, weekly)	
*Flash Gordon (weekly)	Alex Raymond
Inspector Wade (daily)	Edgar Wallace
Just Kids (daily, weekly)	Ad Carter
Krazy Kat (daily, weekly)	George Herriman
The Little King (weekly)	Otto Soglow
Mandrake, the Magician (daily, weekly)	Lee Falk and Phil Davis
Pete the Tramp (daily, weekly)	C. D. Russell
Polly and Her Pals (daily, weekly)	Cliff Sterrett
Radio Patrol (daily, weekly)	Eddie Sullivan and Charlie Schmidt
Secret Agent X-9 (daily)	
Silly Symphony (weekly)	Walt Disney
Skippy (weekly)	Percy L. Crosby
Toots and Casper (daily, weekly)	Jimmy Murphy

King Features Syndicate, Inc. (Columns)

Name of column.	Author.
All in a Day (3 weekly)	Mark Hellinger
Bruce Barton (3 weekly)	Bruce Barton
Advice to the Lovelorn (3 weekly)	Beatrice Fairfax
Listen World! (daily)	Elsie Robinson
The Loud Speaker (daily)	Louis Reid
The Marry-Go-Round (3 weekly)	Helen Rowland
The Voice of Broadway (daily)	Louis Sobol
Walter Winchell on Broadway (daily, weekly)	Walter Winchell

McClure Newspaper Syndicate (Columns)

Name of column.	Author.
Column on Human Relations (daily)	Anne Hirst
The National Whirligig (daily)	Ray Tucker and Ira Bennett

McNaught Syndicate, Inc. (Comic Strips)

Name of comic strip.	Author.
The Bungle Family (daily, weekly)	Harry Tuthill
Olly of the Movies (daily)	Julian Ollendorff
*Joe Palooka (daily, weekly)	Ham Fisher

McNaught Syndicate Inc. (Columns)

Name of column.	Author.
*Jimmy Fidler in Hollywood (daily)	Jimmy Fidler
Alice Longworth Says (daily)	Alice Longworth
Ken Murray Says (daily)	Ken Murray
New York Day by Day (daily)	O. O. McIntyre
Weekly New York Letter (weekly)	O. O. McIntyre
‡Strange As It Seems (daily, weekly)	John Hix

‡Cartoon-column.

NEA Service, Inc.

[*Daily features are not sold separately, but are grouped into three budgets—Full, Intermediate and Pony—which go to approximately 725 newspapers. Week-end features, sold on a syndicate basis, go to about 250 newspapers.*]

Daily comics, NEA Full Service	**725 newspapers:**
Alley Oop	Vincent Hamlin
Boots and Her Buddies	Edgar Martin
Flapper Fanny	Sylvia
Freckles and His Friends	Merrill Blosser
Myra North, Special Nurse	Thompson and Coll
Our Boarding House (Major Hoople)	
Out Our Way	J. R. Williams
Side Glances	George Clark
Wash Tubbs	Roy Crane

Daily comics, NEA Intermediate Service	**725 newspapers:**
Alley Oop	Vincent Hamlin
Freckles and His Friends	Merrill Blosser
Myra North, Special Nurse	Thompson and Coll
Out Our Way	J. R. Williams

Daily Comics, NEA Pony Service	**725 newspapers:**
Alley Oop	Vincent Hamlin
Myra North, Special Nurse	Thompson and Coll
Out Our Way	J. R. Williams

NEA Sunday Comics	**250 newspapers:**
Alley Oop	Vincent Hamlin
Annibelle	Virginia Krausmann
Boots and Her Buddies	Edgar Martin
Captain Easy	Roy Crane
Freckles and His Friends	Merrill Blosser
Herky	Clyde Lewis
Myra North, Special Nurse	Thompson and Coll
Our Boarding House (Major Hoople)	
Out Our Way	J. R. Williams

Daily Column, NEA Full Service	**725 newspapers:**
Behind the Scenes in Washington	Rodney Dutcher
In New York	George Ross

Daily Columns, NEA Intermediate Service	**725 newspapers:**
Behind the Scenes in Washington	Rodney Dutcher

Daily Columns, NEA Pony Service	**725 newspapers:**
Behind the Scenes in Washington	Rodney Dutcher

New York Herald Tribune Syndicate (Comic Strips)

Name of comic strip.	Author.	Newspaper subscribers.
Betty (weekly)		15 newspapers
Clarence (weekly)	Weare Holbrook and Frank Fogarty	15 newspapers
Mr. and Mrs. (daily, weekly)		59 newspapers
Pa's Son-in-Law (daily, weekly)	C. H. Wellington	26 newspapers
Peter Rabbitt (weekly)	Harrison Cady	24 newspapers
Skeets (weekly)	Dow Walling	20 newspapers
The Timid Soul (daily, weekly)	H. T. Webster	94 newspapers

New York Herald Tribune Syndicate (Columns)

Name of column.	Author.	Newspaper subscribers.
Today and Tomorrow (3 weekly)	Walter Lippmann	131 newspapers
On The Record (3 weekly)	Dorothy Thompson	80 newspapers
	Mark Sullivan	63 newspapers

United Feature Syndicate (Comic Strips)

Name of comic strip.	Author.	Newspaper subscribers.
Abbie an' Slats (daily)	Raeburn Van Buren	new feature
Back Home Again (daily)	Ed Dodd	120 newspapers
Benny (daily, weekly)	J. Carver Pusey	51 newspapers
Billy Make Believe (Sunday)	Harry Homan	13 newspapers
Broncho Bill (daily, weekly)	Harry F. O'Neill	213 newspapers
Buster Beans (Sunday)	Robert L. Dickey	31 newspapers
The Captain and the Kids (daily, weekly)	Rudolph Dirks	179 newspapers
Ella Cinders (daily, weekly)	Bill Conselman and Charlie Plumb	200 newspapers
For Junior Readers (Sunday)	Dudley T. Fisher, Jr.	15 newspapers
Frankie Doodle (daily)	Ben Batsford	87 newspapers
Fritzi Ritz (daily, weekly)	Ernie Bushmiller	163 newspapers
Grin and Bear It (daily, weekly)	Lichty	138 newspapers
How It Began (daily, weekly)	Paul Berdanier	148 newspapers
Jasper (daily)	Frank Owen	new feature
Jim Hardy (daily)	Dick Moores	26 newspapers
Joe Jinks (daily, weekly)	Vic Forsythe	153 newspapers
Li'l Abner (daily, weekly)	Al Capp	231 newspapers
Little Mary Mixup (daily, weekly)	R. M. Brinkerhoff	143 newspapers
Looy (daily, weekly)	Bernard Dibble	74 newspapers
*Tarzan (daily, weekly)	Edgar Rice Burroughs	288 newspapers

United Feature Syndicate (Columns)

Name of column.	Author.	Newspaper subscribers.
Everyday Living (daily, weekly)	Dr. Joseph Fort Newton.	27 newspapers
Fair Enough (daily)	Westbrook Pegler	95 newspapers
In Washington (daily)	Raymond Clapper	35 newspapers
It Seems to Me (daily)	Heywood Broun	46 newspapers
General Hugh S. Johnson's Column (daily)		38 newspapers
Modern Women (daily)	Marion Mays Martin	113 newspapers
My Day (daily)	Eleanor Roosevelt	62 newspapers
Washington Merry-Go-Round (daily, weekly)	Drew Pearson and Robert S. Allen	309 newspapers

NETWORK RADIO ADAPTATIONS OF STAGE PLAYS

This is a record of all legitimate stage plays, including musical comedies and operettas, performed over the national networks (NBC, CBS and Mutual) from the time of the networks' inception to May 1, 1937. The record is presented herewith as a guide to program producers in determining which works have been performed to date, either as a means of avoiding duplication, or conversely, as a means of knowing which works have existing adaptations.

Italicized words indicate titles; authors' names, or the names of the adapters, follow; and if a play has been used more than once, it is so indicated (i.e., "twice," "three times," etc.). In some instances the type of play is also noted—light opera, comedy, etc. Most generally in musical comedies no authorship is given whatsoever, inasmuch as actual authorship is divided among numerous persons.

A

Aaron Slick from Punkin Creek; Beale.
Abide With Me; Clare Boothe Brokaw.
Abraham Lincoln; John Drinkwater.
Acacia Cottage; comedy; B. Orange.
Accent on Youth; Channing Pollock.
Ace Is Trumped, The; H. H. Stinson.
Adam and Eva; Guy Bolton and George Middleton.
Admirable Crichton, The; Sir James M. Barrie; twice.
Agamemnon; J. Galt.
Ah, Wilderness; Eugene O'Neill; twice.
Album of Memories; Bill Bacher.
All Aboard; Earl Carroll.
All's Vanity; Marion Holbrook.
American Tragedy, An; Theodore Dreiser.
And There Was Light; Charles O'Brien Kennedy.
Animal Kingdom; Phillip Barry.
Another Language; Rose Franken.
Antigone; Sophocles.
Artist, The; A. A. Milne.
Arrah-na-pogue; D. Boucicault.
Around the World in Eighty Days; Jules Verne.
As Thousands Cheer; George S. Kaufman, the Gershwins.
As You Like It; forest scene; Shakespeare.
As You Like It; William Shakespeare; twice.
At Night All Cats Are Grey; Robert Garland.
At the Sign of the Cleft Heart; Theodosia Garrison.
Autumn Crocus; Dorothy Gladys Smith.
Average Man, The; Keith Fowler.
Awake and Sing; Clifford Odets.
Awakening of Constance, The; Josephine Worth.

B

Bad Man, The; P. E. Browne.
Baggage, The; Bertha Moore.
Bank Account; H. Brock.
Barbara; Jerome K. Jerome.
Barbara Frietchie; C. Fitch.
Barber of Seville; Beaumarchais.
Bargains; K. Kester.
Barker, The; Kenyon Nicholson.
Barretts of Wimpole Street, The; Rudolph Besier.
Beau Brummel; C. Fitch.
Beauty and the Jacobin; Booth Tarkington.
Beauty Secrets; Elizabeth Bills.
Beau of Bath, The; C. D'A. Mackay.
Becket; Alfred Tennyson.
Becky Sharp; O. Conway.
Bedroom Suite, The; Christopher Morley.
Beggar on Horseback; G. Kaufman and Marc Connelly.
Belief; Robert Newman.
Bells, The; L. Lewis.
Belle, the Typewriter Girl; Bernard Francis Moore.
Benjamin Franklin, Journeyman; Constance D'Arcy Mackay.
Berkeley Square; John L. Balderston; twice.
Better Half, The; Bruce Gould and Beatrice Blackmar.
Between the Soup and the Savoury; G. E. Jennings.
Beverly's Balance; Paul Kester.
Bill of Divorcement; Clemence Dane.
Billie Taylor; light opera; Henry Stephens and Edward Solomon.
Bird of Paradise; R. W. Tully.
Bird's Christmas Carol.
Birthday Gift, The; George Elton.
Bishop Misbehaves, The; Frederick Jackson.
Bishop's Candlesticks, The; N. McKinnel.
Black Bottle, The; S. O'Brien.
Black Pearl, The; V. Sardou.
Blackmailing Lady; A. Sutro.
Blessed Event; Manuel Seff and F. Wilson.
Blind Alley; James Warwick.
Blossom Time; Romberg.
Blue Paradise; Romberg.
Bluebird, The; M. Maeterlinck.
Boccaccio; light opera; Von Suppe; twice.
Boomer, The; H. Reed.

Boor, The; Chekhov.

Box Car; Arch Oboler.

Boy Who Discovered Easter, The; E. A. McFadden.

Boys Will Be Boys; Charles O'Brien Kennedy.

Bride, The; J. Baillie.

Bride of Quietness; Oscar W. Firkins.

Bride the Sun Shines On, The; William Cotton.

Bringing Up Nine; Mary Katherine Reely.

Broken Wing, The; Paul Dickey and Charles W. Goddard.

Broomsticks, Amen; Elmer Greensfelder.

Brother Rat; Fred F. Finklehoff and John Monks.

Brothers in Arms; Merrill Denison.

Budding Star, A; H. Simpson and M. Harvey.

Bury the Dead; Irwin Shaw.

Busy Bachelors, The; Arch Oboler.

Button, The; Robert Newman.

C

Cajun, The; Ada Jack Carver.

Call It a Day; Martha S. Graham.

Camberley Triangle, The; A. A. Milne.

Camille; Act I; Dumas.

Camille; Alexander Dumas; twice.

Candle Light; Siegfried Geyer; twice.

Caponsacchi; Arthur F. Goodrich and Rose A. Palmer.

Captain Applejack; C. W. Hackett.

Castaway, The; W. W. Jacobs and H. C. Sargent.

Caste; T. W. Robertson.

Catherine, Empress of Russia; Frank Ferguson.

Celebrated Case, A; D'Ennery and Cormon.

Charlot's Revue; scene: "Teashop Tattle."

Cheerful Liar, A; Frank Ferguson.

Cherry Orchard, The; Act II; Chekhov.

Child of the Frontier; E. E. Levinger.

Children's Hour, The; Lillian Helman.

Chimes of Normandy; light opera; Planquette; twice.

Chinese Water Wheel, The; E. H. Strachan.

Chocolate Soldier, The; Straus.

Choir Rehearsal, The; C. B. Kemmer.

Christmas Carol, A; W. B. Hare.

Church Mouse, The; Laszlo Fodor.

City Picnic; George S. Brooks.

Clarence; Booth Tarkington.

Clari, or the Maid of Milan; J. H. Payne.

Clear All Wires; B. and S. Spewack.

Climbers, The; C. Fitch.

Clipped; T. May Hanna.

Clod, The; L. Beach.

Cocktails for Two; Jean Paurel.

College Widow, The; George Ade.

Come What May; Richard F. Flournay; twice.

Comedy and Tragedy; W. S. Gilbert.

Commuters, The; J. Forbes.

Confessional; Percival Wilde.

Conjure Drum; Donald Lindsay.

Connecticut Yankee, The; Herbert Fields, Dick Rodgers and Larry Hart.

Connie Goes Home; Edward Childs Carpenter.

Constant Lover, The; St. J. Hankin.

Conversation Piece; Noel Coward.

Copperhead, The; Augustus Thomas.

Copy, The; K. Banning.

Coquette; George Abbot and Anne Bridgers.

Co-Respondent Unknown; Mildred Harris and Harold Goldman.

Counselor at Law; Elmer Rice.

Count of Monte Cristo; Alexander Dumas.

Countess Maritza; Kolman.

Course in Piracy, A; P. Russell.

Courtship of Miles Standish, The; M. C. Parsons.

Cousin Kate; Hubert H. Davis.

Craig's Wife; C. Kelly.

Creaking Chair, The; Arlene Tupper Wilkes.

Created; Lal Norris.

Cricket on the Hearth; Charles Dickens.

Crime Marches On; Bertrand Robinson and Maxwell Hawkins.

Cross, The; E. P. Claggett.

Crystal Gazer, The; comedy; Leopold Montague.

Curtain, The; Colin Clement.

Curtain Rises, The; B. M. Kaye.

Customs House, Dover; Noel Coward.

Cyrano de Bergerac; Edmond Rostand; twice.

D

Daddy Long Legs; Jean Webster.

Daddy's Gone a Hunting; Zoe Akins.

Dangerous Corner; J. B. Priestley.

David Garrick; T. W. Robertson.

Dawn; Percival Wilde.

Dead End; Act III; drama; Sidney Kingsley.

Dead End; Sidney Kingsley.

Dear Brutus; James M. Barrie.

Dear Old Darling; George M. Cohan.

Dearest Enemy; Herbert Fields.

Death Takes a Holiday; Albert Casella; adapted by Walter Ferris; twice.

Desert Song; Romberg.

Dickens' Christmas Carol; Charles Dickens.

Distant Drums: Don Tothero.

Divided by Three; Mrs. George Kaufman and Mrs. Ralph Pulitzer.

Dr. Abernathy; William Gillette.
Doctor Hans (Bombo, the Clown); E. Lawrence Gibson.
Dr. Faustus; Christopher Marlowe.
Dr. Jekyll and Mr. Hyde; Robert Louis Stevenson.
Doctor in Spite of Himself, The; Moliere.
Doctor of Alcantara; light opera; Eichberg; twice.
Dollar Princess; Fall.
Doll's House, The; Hendrik Ibsen.
Don Caesar de Bazan; Dumanios and D'Ennery.
Dove, The; Willard Mack.
Dover Road, The; A. A. Milne.
Dream of Marching Men, A; Herschel Williams.
Drums of Oude, The; S. Strong.
Dulcy; G. S. Kaufman and Marc Connelly.
Dust of the Road; K. S. Goodman.
Dying Wife, The; Laurette Taylor.

E

Easter; Strindberg.
East Is West; Samuel Shipman and John E. Hymer.
East Lynne; E. P. Wood.
Edmund Kean; Alicia Ramsey and R. de Cordova.
Eleventh Commandment, The; Eleanor Beach.
Eligible Mr. Bangs, The; Alicia Ramsey and R. de Cordova.
Elizabeth the Queen; Maxwell Anderson; twice.
Elmer the Great; Ring Lardner.
Elopement, The; H. A. Jones.
Emperor Jones, The; Eugene O'Neill.
Emperor's New Clothes, The; Charlotte Chorpenning.
End of the Dance; H. Strode.
Enemy of Society, An; Ibsen.
Enemy of the People, An; Ibsen.
Engaged; W. S. Gilbert.
Enter Madame; Gilda Varesi and Dolly Dyrne; twice.
Enter the Hero; T. Helburn.
Escape; Sanford Barnett.
Ethan Frome; Edith Wharton (adapted by Owen and Donald Davis).
Evangeline; O. M. Price.
Evening Dress Indispensable; R. Pertwee.
Experience; musical drama.
Eye for An Eye, An; C. Seiler.

F

False Dreams Farewell; Hugh Stange.
Fame and the Poet; E. Dunsany.
Famous Mrs. Fair, The; J. Forbes.
Fanchon, the Cricket; Sands.
Fanny and the Servant Problem; Jerome K. Jerome.
Farewell Supper, The; Arthur Schnitzler.
Farmer Takes a Wife, The; Frank B. Elser and Marc Connelly.
Fatinitza; light opera; Von Suppe; twice.
Fear; Elaine Sterne Carrington.
Feast of the Jest, The; Benelli.
Feed the Brute; George Paston.
Fifth Commandment, The; W. Steel.
Fifty Million Frenchmen; Herbert Fields.
Finders Keepers; G. Kelly.
Finger of God; Percival Wilde.
Firebrand, The; Edward Justis Mayer.
First Day of the Week, The; Reverend Osgood.
First Dress Suit, The; R. G. Medcraft.
First Lady; Catherine Dayton and George S. Kaufman.
First Lady of the Land, The; C. F. Nirdlinger.
First Year; Frank Craven.
Fleurette and Company; E. Dane.
Flier in Futures, A; Clyde North.
Florentine Tragedy, A; Oscar Wilde.
Florist Shop, The; W. Kawkridge.
Fly Away Home; Irving White and Dorothy Bennett.
Flying High; DeSylva, Brown and Henderson.
Followers; Harold Brighouse.
For Services Rendered; Somerset Maugham.
Forever After; Owen Davis.
Fortune Hunter, The; W. S. Gilbert.
Forty-Five Minutes from Broadway; George M. Cohan.
Four Saints in Three Acts; Gertrude Stein.
Four Walls; Dan Burnet.
Fourth Mrs. Phillips, The; C. Glick.
Francesca Da Rimini.
Fresh Fields; Ivor Novello.
Front Page, The; Ben Hecht and Charles McArthur.
Frou-Frou; Daly.
Fulton of Oak Falls; George M. Cohan.

G

Gallant Lover, The; Levis.
Game, The; H. Brighouse.
Game of Chess, The; A. Sutro.
Gay Lord Quex; W. Pinero.
Gentle-Man, The; H. Simpson.
Gentleman's Gentleman, A; Clyde North.
Get Rich Quick Wallingford; George Randolph Chester.
Giant's Stair, The; W. D. Steele.
Gifts of Saint Patrick, The; J. C. McMullen.
Girl Friend, The; Richard Rodgers, Lorenz Hart.
Girl of the Golden West; D. Belasco.
Girl with the Green Eyes, The; C. Fitch.
Ghost Story, The; Booth Tarkington.

Gloria Mundi; P. Brown.
Goal, The; H. A. Jones.
God Save the King; Ralph Renaud.
Gondoliers; light opera; Gilbert & Sullivan; twice.
Good Hope, The; Act I; Heijermans.
Good Hope, The; Act III; Heijermans.
Good Medicine; J. Arnold and E. Burke.
Good News; Laurence Schwab.
Goodbye Again; Allen Scott and George Haight.
Goose Hangs High, The; Lewis Beach.
Grand Cham's Diamond, The; A. Monkhouse.
Grand Duchess, The; light opera; Gilbert & Sullivan.
Grand Hotel; Vicki Baum.
Great Adventure, The; C. Fitch.
Great Divide, The; W. V. Moody.
Great Expectations; Charles Dickens.
Great Waltz; Straus; twice.
Green Goddess, The; W. Archer.
Green Grow the Lilacs; L. Riggs.
Green Pastures; Marc Connelly.
Guardsman, The; Ferenc Molnar.
Guest for Dinner; A. L. Beach.

H

Half Gods; Sidney Howard.
Hamlet; Act III; Shakespeare.
Hamlet; Shakespeare; twice.
Happiness Day; R. B. Lawrence.
Happy New Year, Mr. Krauss; John Whedon.
Harp, The; Arch Oboler.
A Hat, a Coat, a Glove; Wilhelm Speyer, Wm. Drake.
Having Wonderful Time; Arthur Kober; twice.
Hazel Kirke; S. McKaye.
Hearts and Flowers; Frances Brown.
He Came Seeing; M. P. Hamlin.
He Got the Job; Charlton Andrews.
He Said and She Said; A. Gerstenberg.
Hedda Gabler; Ibsen; twice.
Helena's Boys; L. L. Ehrlich.
Help Yourself; Frances Brown.
Henry the VIII; Shakespeare.
Her Cardboard Lover; Jacques Duval; adapted by Wingate and Wodehouse.
Her Master's Voice; Clare Kummer.
Hero Worship; Frances Harges.
High Tor; Maxwell Anderson.
Highness; R. Giorloff.
Hint to Brides, A; Kenyon Nicholson; twice.
His Return; Percival Wilde.
Hold Up; Rita Weiman.
Holiday; Phillip Barry.
Holmeses of Baker Street; Basil Mitchell; twice.
House of Connelly; Paul Green.
House Next Door, The; J. H. Manners.
How He Lied to Her Husband; George Bernard Shaw.
Human Hearts; Hal Reid.
Hunchback, The; J. S. Knowles.
Hunchback of Notre Dame, The; Victor Hugo.

I

I Love an Actress; Laszlo Fodor.
I Want a Policeman; Rufus King and Milton Lazarus.
If Booth Had Missed; Arthur Goodman.
If Men Played Cards As Women Do; G. S. Kaufman; twice.
In the Best of Families; farce comedy.
Ideal Husband, An; Oscar Wilde.
Ides of March, The; Arnold Bennett.
Impertinence of the Creature, The; Ronald Jeans.
Importance of Being a Woman, The; Rachel Crothers.
Importance of Being Clothed, The; Rachel Crothers.
Importance of Being Earnest, The; Oscar Wilde.
Incredible Happenings; Ronald Jeans.
Indian Summer; P. Loving.
Ingomar; S. F. H. Munch-Bellinghausen.
Inheritors, The; Act III; Susan Glaspell.
Inheritors, The; Susan Glaspell; twice.
Inside Story; Jonathan Lucas.
Inspector-General, The; N. V. Gogol.
Intolerance; Ronald Jeans.
Invitation, The; E. J. Basshe.
Invitation to a Murder; Rufus King.
Iolanthe; light opera; Gilbert & Sullivan; twice.
Iphegenia in Aulis; Goethe.
Irene; Tierney.
Iron Master, The; Ohnet.
Is Zat So?; John Tucker Battle.

J

Jane Clegg; St. John G. Ervine.
Jealousy; Eugene Walter.
Jerry and the Sunbeam; Cosmo Hamilton.
Jest of Hahalaba; Lord Dunsany.
Jilted; Florence Ryerson and Colin Clements.
John Ferguson; St. John Ervine.
John Gabriel Borkman; Act I; Ibsen.
John Gabriel Borkman; Act II; Ibsen.
Joint Owners in Spain; A. Brown.
Jonah and the Whale; John Tucker Battle.
Jubilee; Cole Porter and Moss Hart.
Journey's End; R. C. Sherriff; three times.
Judge Lynch; J. W. Rodgers, Jr.
Julius Caesar; one scene by Egon Brecker; Shakespeare.

Julius Caesar; scene between Brutus and Portia; Shakespeare.
Julius Caesar; Shakespeare.
Just a Day; Florence Bakalyar.
Justice; John Galsworthy.
Just Suppose; A. E. Thomas; twice.

K

Katherine Parr; Maurice Baring.
Kathleen Mavourneen.
Kiki; Andre Picard.
Killer, The; A. Cowles.
King Argimenes and the Unknown Warrior; E. Dunsany.
Kingdom of God; Act III; Sierra.
King Henry IV; Shakespeare.
King Henry V; Shakespeare.
King Henry VI; Shakespeare.
King John; Shakespeare.
King Lear; Shakespeare.
King Richard II; Shakespeare.
King's Lady, The.
Kiss in the Dark, A; John Eugene Hasty.
Knife, The; H. A. Jones.
Knives from Syria; L. Riggs.
Knock Three Times; Donald Davis.

L

Laburnum Grove; J. B. Priestley; twice.
Lacrymosa; Leonard Leibling.
Lady Audley's Secret; G. H. Hazlewood.
Lady from Alfaqueque, The.
Lady from the Sea; Ibsen.
Lady of Lyons, The; E. G. Bulwer-Lytton.
Lady or the Tiger, The.
Lady Walks In, A; Robert Middlemass.
Lady Windemere's Fan; Oscar Wilde.
Lady with a Lamp; Reginald C. Berkeley.
L'Aiglon; Edmond Rostand.
La Fille De Mme. Augot; Le Cocq.
Lake, The; Dorothy Massingham and Murray MacDonald.
Land of Smiles; Lehar.
L'Arlesienne; Daudet.
Lassitude; Skidmore.
Last Banquet, The; H. Selman.
Last Mile, The; John Wexley; twice.
Last Performance; Leo Rosencrans.
Late Captain Crow, The; L. van V. Armstrong.
Laughing Anne; J. Conrad.
Laughing Legacy, The; Rita Weiman.
Le Bourgeois Gentilhomme; Moliere; twice.
Lend Me Five Shillings; J. M. Morton.
Let Us Be Gay; Rachel Crothers.
Liberty Hall; R. C. Carton.
Lightnin'; Winchell Smith and Frank Bacon.
Lilac Time; Jane Cowl and Jane Murfin.
Liliom; Molnar.
Line of No Resistance, The; Percival Wilde.
L'Invitation au Voyage.
Lion and the Mouse, The; Charles Klein.
Lithuania; P. Brooke.
Little Bad Man, The; Clyde North.
Little Duke; light opera; Le Cocq; twice.
Little Nellie Kelly; George M. Cohan.
Little Old New York; Rita Johnson Young.
Little Spitfire; Myron Fagan.
Little Stone House, The; G. Calderon.
Little Town of Bethlehem; Charles Hughes.
Little Women; Louisa M. Alcott.
Living Corpse, The; two scenes; Tolstoy.
Living Corpse, The; Act III; Scene II; Tolstoy.
London Assurance; D. Boucicault.
Londonderry Air, The; R. Field.
Long Distance; W. H. Upson.
Loot, The; Marjorie Rice Levis.
Lost Generation, The; Robert Sherwood.
Lost Horizon; James Hilton.
Lost in London; Watts Phillips.
Lost Silk Hat, The; E. Dunsany.
Love and Lather; K. Kester.
Love from a Stranger; Agatha Christie; adapted by Frank Vosper.
Love Match, The; A. Bennett.
Love Nest, The; Ring Lardner.
Love on the Dole; Ronald Gow and Walter Greenwood.
Lovely Miracle, The; Philip Johnson.
Low Bridge, The.
Loyalties; John Galsworthy.
Lucky Sam McCarver; S. C. Howard.
Lullaby, The; Edward Knoblock.
Lysistrata; Aristophanes (Seldes adaptation).

M

Macbeth; Shakespeare.
Madame X; adapted by John Raphael.
Mlle. Bourat.
Mlle. Modiste; Victor Herbert.
Magic; G. K. Chesterton.
Magical City; Zoe Akins.
Maker of Dreams, The; O. Down.
Man Can Only Do His Best, A; K. S. Goodman.
Man in Possession; H. M. Harwood.
Man in the Iron Mask, The; Dumas.
Man in the Stalls, The; A. Sutro.
Man of Ideas, A; M. Malleson.
Man Who Changed His Name, The; Edgar Wallace.
Man with a Load of Mischief, The; A. Dukes.
Man Without a Country, The; Edward Everett Hale.
Mansions; H. Flanner.

Marching Song; John Howard Lawson.
Marriage of Figaro; Mozart.
Marriage Has Been Arranged, A; A. Sutro; four times.
Marriage Will Not Take Place, The; A. Sutro.
Martha; Von Flotow; twice.
Mary Magdalen; F. W. Evans.
Mary of Scotland; Maxwell Anderson.
Mary Rose; James M. Barrie.
Mary, Mary, Quite Contrary; St. John G. Ervine.
Masque of Kings, The; Maxwell Anderson.
Masquerader, The; John Hunter Booth.
Master Builder, The; scene from Act I; Ibsen.
Master Builder, The; Act II; Ibsen.
Master Builder, The; Act III; Ibsen.
Master of the Revels; Don Marquis.
Matter of Husbands, A; Ferenc Molnar.
Mayor and the Manicure, The; George Ade.
Meet the Missus; K. Nicholson.
Melting Pot, The; I. Zangwill.
Men in White; Sidney Kingsley.
Men, Women and Goats; G. Kennedy.
Merchant of Venice, The; Shakespeare.
Merchant of Venice, The; court scene; Shakespeare.
Merchant of Venice; two scenes by Egon Brecker; Shakespeare.
Merry Widow, The; Franz Lehar; twice.
Merry Wives of Windsor, The; William Shakespeare.
Michael and His Lost Angel; H. A. Jones.
Michael and Mary; A. A. Milne; twice.
Mid-West; James B. Hagen.
Midsummer Night's Dream; William Shakespeare.
Might-Have-Beens, The; R. W. Sneddon.
Milestones; A. Bennett and E. Knoblock.
Milky Way, The; Lynn Root and Harry Clark.
Mikado; light opera; Gilbert & Sullivan; four times.
Ministering Angel, The; Ronald Jeans.
Minick; E. Ferber and G. Kaufman.
Minuet; L. N. Parker.
Miss Quis; Ward Morehouse.
Mist, The; Julius Ellsworth Ford.
Mister Antonio; Booth Tarkington; twice.
Mr. Ferry and Mr. Barge; Lois Seyster Montross.
Mr. Pim Passes By; A. A. Milne.
Mr. Robinson of Louisville; Howard Lindsay and Russell Crouse.
Mrs. Danes' Defense; H. A. Jones.
Mrs. Moonlight; B. W. Levy.
Mrs. Pat and the Law; M. R. Aldis.
Mrs. Wiggs of the Cabbage Patch (dramatization by A. C. Flexner).
Mixed Methods; Ronald Jeans.
Model Behavior; Essex Dane.
Modern Ideas; Rosemary Cramb.
Modern Magi; C. S. Brown.
Modesty; P. Hervieu.
Mollusc, The; H. H. Davies.
Momentous Question, The; Edward Fitzball.
Monkey's Paw, The; W. W. Jacobs and L. N. Parker.
Monna Vanna; M. Maeterlinck.
Moonshine; L. Housman.
Morality Play for the Leisure Classes, A; John Balderston.
Much Ado About Nothing; William Shakespeare.
Murray Hill; Leslie Howard.
Music Master, The; Charles Klein.
My Lady's Dreams.
My Lady's Dress; E. Knoblock.
My Maryland; Romberg.

N

Nancy's Private Affair; M. C. Fagan.
Napoleon's Barber; Arthur Caesar.
Nathan Hale; C. Fitch.
Natural Conclusion, A; Charles O'Brien Kennedy.
Naughty Marietta; Victor Herbert.
Neighbors; Zona Gale.
Nero; Stephen Phillips.
Nervous Wreck, The; Owen Davis.
Nat, The; C. M. Nesbitt.
Nettie! George Ade.
New Moon, The; Romberg.
Night at an Inn, A; E. Dunsany.
Night at Valley Forge, A; Charlton Andrews.
Night Fighters, The; Cecil Lewis.
Night of January 16th, The; Ayn Rand (Agnes O'Connor).
Night's Work, A; Sam Behrman and Ken Nicholson.
Noah; Andre Obey.
Noble Lord, The; Percival Wilde.
Nocturne; Percival Wilde.
Northanger Abbey; Jane Austen.
Not Lost; Ronald Jeans.
Nothing but the Truth; James Montgomery.

O

Obsession; Dulcima Glasby.
Octoroon, The; D. Boucicault.
Odd Streak, The; R. Pertwee.
Old Heads and Young Hearts; D. Boucicault.
Old Homestead, The; Denman Thompson and G. W. Ryer.
Old Lady Shows Her Medals, The; James M. Barrie.
Olivette; light opera; Audron; three times.
Once in a Lifetime; M. Hart and G. S. Kaufman.

One Last Moment; Mary Hastings Bradley.
One Special for Doc; Milton E. M. Geiger.
One Sunday Afternoon; James Hagan; twice.
One Touch of Nature; H. Simpson and M. Harvey.
Open Door, The; Alfred Sutro; twice.
'Op-o'-me-Thumb; F. Fenn and R. Pryce.
Othello; William Shakespeare; twice.
Our American Cousin; Tom Taylor.
Our Boys; J. Byron.

P

Pact, The; Cyril Campion.
Pagan Lady; William Du Bois.
Paola and Francesco; S. Phillips.
Paradise; Sally Shute.
Parnell; Elsie Schauffler.
Parting, The; S. J. A. Fitzgerald.
Passing of Chow Chow, The; E. L. Rice.
Passing of the 'Third Floor Back, The; Jerome K. Jerome.
Patchwork Quilt, The; R. L. Field.
Paths of Glory; Humphrey Cobb; dramatized by Sidney Howard; twice.
Patience; light opera; Gilbert & Sullivan; two times.
Patsy, The; Barry Connors.
Pearls; Frances Nordstrom.
Peer Gynt; Hendrik Ibsen.
Peg o' My Heart; J. Hartley Manners.
Peggy; Rachel Crothers.
Pennywise; Jean Ferguson Black.
Perfect Cure, A; S. Houghton.
Perfect Tribute, The; Mary Shipman Andrews.
Perverted History; John H. Turner.
Peter Ibbetson; du Maurier.
Peter Pan; Sir James M. Barrie.
Petticoat Fever; Mark Reed.
Phantom, The; D. Boucicault.
Philosopher in the Apple Orchard; comedy; Anthony Hope.
Phipps; Stanley Houghton.
Pillars of Society, The; Ibsen.
Pinafore, H. M. S.; Gilbert & Sullivan; three times.
Pipe in the Field, The; T. C. Murray.
Pirates of Penzance; Gilbert & Sullivan; three times.
Pity; E. W. Peattie.
Playboy of the Western World; J. M. Synge.
Playgoers; A. W. Pinero.
Plumes; Georgia Douglas Johnson.
Plunger, The; Kate Douglas Wiggin.
Poacher, The; O. J. Francis.
Poets All; C. Seiler.
Polly of the Circus; Margaret Mayo; three times.
Post Road; Wilbur Daniel Steele and Norma Mitchell.
Precedent; I. J. Golden.
Prelude to a Murder; Arch Oboler.
Pretty Persian; Le Cocq.
Pride and Prejudice; Jane Austen (adapted by Helen Jerome).
Prince Chap, The; Edward Peple.
Prince of Court Painters, The; C. D'A. Mackay.
Prince of Peace, The; E. Lawrence Gibson.
Prince of Pilsen; Luders.
Private Detective; Tamara Palmer.
Private Jones; Richard Schayer.
Proverbs; Harold Simpson.
Pulse of Passion, The; Ronald Jeans.
Purple Dream, The; D. L. Breed.
Private Lives; Noel Coward; twice.
Prunella; Housman and Barker.
Pursuit of Happiness; Lawrence and Armina Langner.

Q

Queen's Enemies, The; Lord Dunsany.
Queen's Husband, The; Robert E. Sherwood; twice.
Question of Morality, A; Percival Wilde.
Quod Wrangle, The; O. Down.

R

R. U. R.; K. M. Capek.
Radio; A. C. Riley.
Rain; W. Somerset Maugham.
Rain Before Seven; Noel Coward.
Rebecca of Sunnybrook Farm; Kate Douglas Wiggin.
Rebound; Donald Ogden Stewart.
Recall—or—The One Way Out; Robert Garland.
Red Ivory; Leo Rosencrans.
Red Mill, The; Victor Herbert.
Red Owl, The; William Gillette.
Redemption; Tolstoi.
References; E. B. Longnecker.
Reflected Glory; George Kelly.
Remember the Day; Philip Dunning and Philo Higley.
Reno Bound; Fanchett Davitt.
Rest Cure, The; C. E. Jennings.
Return of the Third Floor Back; Jerome K. Jerome.
Rich Kid; Arch Oboler.
Richard III; William Shakespeare.
Richelieu—or—The Conspiracy; E. G. Bulwer-Lytton; twice.
Rio Rita; Tierney.
Rip Van Winkle; Washington Irving.
Rivals, The; Sheridan.
Road to Yesterday, The; E. G. Sutherland and B. M. Dix.
Robert Emmet; Sanford Barnett.
Robinson Crusoe; T. W. Robertson.
Creaking Chain; Roland Pertwee.
Rollo's Wild Oat; C. B. Kummer.
Romancers, The; Edmond Rostand.
Romantic Age, The; A. A. Milne.

Romantic Young Lady, The; Martinez-Sierra.
Romeo & Juliet; balcony scene; Shakespeare.
Romeo and Juliet; two scenes; Shakespeare.
Romeo and Juliet; William Shakespeare.
Rosalind; James M. Barrie.
Rose of Algeria, The; Victor Herbert.
Rose of the Rancho, The; R. W. Tully.
Rosmersholm; Ibsen.
Ruddigore; Gilbert & Sullivan; three times.
Ruby Red; C. Stratton.
Run Little Chillun; Hall Johnson.
Russet Mantle; Lynn Riggs.
Rutherford and Son; G. Sowerby.
Ruy Blas; Victor Hugo.

S

St. Helena; Jeanne de Casalis and R. C. Sherriff.
Sally.
Sap from Syracuse; adapted from "So Was Napoleon" by Jack O'Donnell and John Ray; twice.
Saturday's Children; Maxwell Anderson; three times.
Saved; Percival Wilde.
Saw Mill, The; Christopher Morley.
Scarecrow, The; P. W. MacKaye.
Scarlet Pimpernel; Baroness Orczy and Montague Barslow.
School for Scandal, The; Sheridan.
Scrap of Paper, A; J. P. Simpson.
Sea Gull, The; two scenes; Chekhov.
Sea Woman's Cloak, The; A. R. Troubestzkoy.
Second Man, The; S. N. Behrman.
Second Mrs. Tanqueray, The; A. W. Pinero.
Seen but Not Heard; Marie Baumer and Martin Barkely.
Servant in the House; C. R. Kennedy.
Seventeen; Booth Tarkington.
Seventh Heaven; Austin Strong.
Seeds; Adelaid Klein.
Secrets; R. and Edington M. Fraser.
Shavings; Joseph C. Lincoln.
Sham; F. G. Tompkins.
Sherwood; A. Noyes.
Ship, The; St. John Ervine.
Show Boat; Edna Ferber; twice.
Siege at Christmas; James Hellman.
Sign of the Cross, The; Wilson Barrett.
Sign of the Rose, The; George Beban.
Sign on the Door, The; Channing Pollock.
Signing of the Declaration of Independence, The; C. E. B. Hope.
Silver Box, The; John Galsworthy.
Silver Candlestick, The; Alicia Ramsey and R. de Cordova.
Sir Raffles; Hornung; adapted by Presbrey.
Small Miracle; Norman Krasna.
Smilin' Thru; Jane Cowl and Jane Murfin; twice.
Sob Sister, The; Paul and Basil Dickey.
She Stoops to Conquer; Oliver Goldsmith.
So's Your Old Antique; C. Kummer.
Solitaire Man, The; S. and B. Spewack
Speaking to Father; George Ade.
Spring; C. C. Clements.
Spring Dance; Phillip Barry; twice.
Springtime for Henry; Benn W. Levy; twice.
Square Triangle, A; H. Simpson.
Squaring the Circle; Valentine Katayev.
Stage Door; Edna Ferber and Geo. S. Kaufman.
Standing-Moving; M. L. MacMillan.
Star's Mother, The; Konrad Bercovici (adapted by Ruth Cornwall)
Stepmother, The; A. A. Milne.
Stevedore; Paul Peters and George Sklar.
Still Alarm; G. S. Kaufman.
Still Waters Run Deep; T. Taylor.
Stradella; Von Flotow; twice.
Street Scene; Elmer Rice.
Streets of New York, The; D. Boucicault.
Strut Your Stuff; Rita Weiman.
Student Prince; Romberg
Suicide; Conrad Seiler.
Sun Kissed; Raymond Van Sickle.
Sunday; Thomas Racewood.
Sunken Bell, The; G. Hauptmann.
Sunny Morning, A; Serafin and Joaquin Alvarez de Quintero; twice.
Sunset; Jerome K. Jerome.
Sun-Up; L. Vollmer.
Suppressed Desires; S. Glaspell and G. C. Cook.
Swan, The; F. Molnar.
Sweeney Todd, the Demon Barber of Fleet Street; George Pitt.
Sweet Will; Henry Arthur Jones.
Swing Your Lady; Kenyon Nicholson.

T

Tale of Two Cities, A; Charles Dickens (adapted by J. S. Knowles); twice.
Taming of the Shrew, The; William Shakespeare; twice.
Tapestry in Gray; Martin Flavin.
Tartuffe; Moliere.
Tempest, The; William Shakespeare.
Ten Nights in a Bar Room; T. S. Arthur.
Teresina; Oscar Strauss.
Terrible Meek, The; C. R. Kennedy.
Terrible Woman, A; W. D. Steele.
Thank You; Winchell Smith and Tom Cushing.

Thank You, Doctor; G. Emery.

That Is My Answer; R. B. Lawrence.

That Strange Man; Milton E. M. Geiger.

There's Always Juliet; John Van Druten; three times.

There's Wisdom in Women; Joseph O. Kesselring.

They Had to See Paris; Homer Croy.

Think Before You Speak; Ronald Jeans.

Third Angle, The; Florence Ryerson.

This Daring Young Man; Charles O'Brien Kennedy.

This Was a Man; Noel Coward.

Three Cornered Moon; Gertrude Tonkonogy.

Three Dear Friends; Katherine M. Roof.

Three Diamonds Bid; Agnes Ridgway.

Three Drinks; Adelyn Bushnell.

Three Guardsmen, The; Alexander Dumas.

Three Men on a Horse; John Cecil Holm and George Abbot.

Three Musketeers, The; Alexander Dumas.

Three Pills in a Bottle; R. L. Field.

Three Who Met Death.

Three Wise Fools; Austin Strong.

Three Wishes, The; Kearny.

Three's a Crowd; Sara and E. C. McCarty.

Thunder Takes an Encore; Rosencrans.

Thursday Evening; Christopher Morley.

Ticket-of-Leave Man; T. Taylor.

Tiger, Tiger; E. Knoblock.

To Die With a Smile; Madeline Blackmore.

Tobacco Road; Jack Kirkland.

Tonight at Eight; Agnes Ridgway.

Tonight at 8:30; Noel Coward.

Too Many Cooks; Frank Craven.

Touch of Brimstone, A; Leonora Kaghan and Anita Philips.

Tradition; Geo. Middleton.

Tragedy of Coriolanus, The; William Shakespeare.

Tragedy of Love, The; Heiberg.

Treasure Island; J. E. Goodman.

Trelawney of the Wells; A. W. Pinero.

Trial by Jury; Gilbert & Sullivan; twice.

Tridget of Greva; Ring Lardner.

Trifles; S. Glaspell.

Trilby; Du Maurier.

Truth, The; C. Fitch.

Trysting Place, The; comedy; Booth Tarkington.

Turn to the Right; Winchell Smith and John E. Hazzard.

Turning Point, The; Wade Arnold.

Twelfth Night; William Shakespeare; twice.

Twentieth Century; Ben Hecht and Charles McArthur.

Twelve Pound Look, The; Sir James M. Barrie; twice.

Two Crooks and a Lady; Eugene Pillot; twice.

Two Girls Wanted; Gladys Unger.

Two Hundred Were Chosen; E. P. Conkle; twice.

Two Men in a Boat; Don Johnson.

Two Orphans, The; adapted by Adolphe d'Eunery & Eugene Cormon.

U

Unchastened Woman, The; L. K. Anspacher.

Under the Gaslight; A. Daly.

Undesirable Lady; Leon Jordan.

Uncle Tom's Cabin; Harriet Beecher Stowe.

Unexpected Husband, The; farce comedy

Unseen, The; Alice Gerstenberg.

Up Pops the Devil; Frances Goodrich and Albert Hackett.

V

Vagabond King; Justin Huntly McCarthy (Friml); twice.

Valentine Fantasy; Rosencrans.

Valiant, The; H. Hall and R. Middlemass; twice.

Valley Forge; Maxwell Anderson; twice.

Vanishing Heart; Beatrice Creighton.

Venus in Silk; Oscar Strauss.

Very Civil Service; George S. Brooks.

Victoria; Kathleen Norris.

Victoria Regina; Laurence Housman; three times.

Vinegar Tree, The; P. Osborn.

Virginian, The; Owen Wister and Kirk LaShelle.

Virginius; J. S. Knowles.

Voice Said Good Night, A; R. Pertwee.

Voices; Hortense Flexner.

Volunteer, The; E. Cantor and Sanford Burnett.

W

Waltz Dream, The; Straus.

Warrior's Husband, The; J. F. Thompson.

Washington's First Defeat; Charles F. Nirdlinger.

Wasp, The; Essex Dane.

Wedding, The; J. Kirkpatrick.

Wednesday's Child; Leopold Atlas; twice.

What Every Woman Knows; Sir James M. Barrie.

What Happened to Jones; G. H. Broadhurst.

What They Think; Rachel Crothers.

When Did They Meet Agian; H. Brighouse.

When Ladies Meet; Rachel Crothers.

Whistling in the Dark; Laurence Gross and Ed. Chas. Carpenter.

White Lie, The; M. M. Koning.

Whiteheaded Boy, The; L. Robinson.

Whole Town's Talking, The; J. Emerson and Anita Loos.

Why the Chimes Rang; E. A. McFadden.

When the Silver Bell Tree Blooms; E. W. Peattie.

When We Were Twenty-One; H. V. Esmond.

Wife vs. Secretary; Faith Baldwin.

Will Shakespeare; Clemence Dane.

Widow of Wasdale Head, The; A. W. Pinero.

Wind and the Rain, The; James Bridie.

Wings Over Europe; Robert Melise Bowyer Nichols and Maurice Browne.

Winterset; Maxwell Anderson.

Wisdom Teeth; comedy; Rachel Lyman Field.

Witch, The; M. Macnamara.

Witching Hour, The; A. Thomas.

Within the Law; Bayard Veiller.

Woman in Chains, The; H. V. Esmond.

Woman Intervenes, The; J. H. Manners.

Woman Who Understood Men, The; J. Kirkpatrick.

Women, The; Clare Boothe; twice.

Women Have Their Way, The; English version by Barkers.

Words and Music; Kenyon Nicholson.

Work-House Wark; Clemence Dane.

World and His Wife, The; C. F. Nirdlinger (adapted from J. Echegaray).

Would-Be Gentleman, The; Francois Moliere.

Wrong Number; Dana Burnet.

X

Xanthippe and Socrates; Baring.

X-Ray Dialogue; Ronald Jeans.

Y

Yeoman of the Guard; Gilbert & Sullivan; twice.

Yesterday; C. C. Clements.

Young Madame Conti; Bruno Frank.

Young Mrs. Winthrop; B. Howard.

Young Woodley; John Van Druten.

FILM ADAPTATIONS

Adaptations of motion pictures to network radio are a prevalent form of entertainment, and date back many years. Complete records on adaptations are, however, meager. Biggest stumbling block to such a listing is that pictures themselves frequently are adapted from legitimate plays, in which case the radio performance may be classified as either a legitimate adaptation, or as a picture adaptation. Due to these confusions the records are somewhat obscure.

Presented herewith is a list of the motion pictures adapted for the Campbell Soup Co.'s "Hollywood Hotel" program, one of the most frequent film users. This record covers the interval from Oct. 5, 1934, to May 1, 1937. Picture titles are listed together with the film company which produced them, and the date on which they were played via "Hollywood Hotel" (CBS; F. Wallis Armstrong agency).

A

Adventure in Manhattan; Columbia; July 31, 1936.

After Office Hours; Metro-Goldwyn-Mayer; Dec. 21, 1934.

Ah, Wilderness!; Metro-Goldwyn-Mayer; Dec. 6, 1935.

Alibi Ike; Warner Bros.; April 5, 1935.

And So They Were Married; Columbia; April 17, 1936.

Annie Oakley; RKO; Nov. 8, 1935.

Anthony Adverse; Warner Bros.; Part I, July 17, 1936; Part II, July 24, 1936.

B

Barbary Coast; United Artists; Sept. 27, 1935.

Becky Sharp; RKO; March 15, 1935.

Big Brown Eyes; Paramount; April 24, 1936.

Black Legion; Warner Bros.; Feb. 19, 1937.

Born to Dance; Metro-Goldwyn-Mayer; Nov. 13, 1936.

Bride Walks Out, The; RKO; June 5, 1936.

Bullets or Ballots; First National; May 8, 1936.

C

Call It a Day; Warner Bros.; March 26, 1937.

Can This Be Dixie? 20th Century-Fox; Oct. 2, 1936.

Captain Blood; First National; Nov. 22, 1935.

Career Woman; 20th Century-Fox; Jan. 1, 1937.

Carnival; Columbia; Dec. 14, 1937.

Case Against Mrs. Ames; Paramount; May 15, 1936.
Charge of the Light Brigade; Warner Bros.; Oct. 9, 1936.
China Clipper; First National; Aug. 28, 1936.
China Seas; Metro-Goldwyn-Mayer; Oct. 19, 1934; also Aug. 9, 1935.
Clive of India; United Artists; Oct. 12, 1934.
Come and Get It; United Artists; Oct. 30, 1936.
Country Doctor; 20th Century-Fox; Feb. 28, 1936.

D

Dangerous; Warner Bros.; May 1, 1936.
Dark Angel; United Artists; July 19, 1935.
Desire; Paramount; Dec. 20, 1935.
Devil Doll, The; Metro-Goldwyn-Mayer; June 19, 1936.
Devil Is a Sissy; Metro-Goldwyn-Mayer; Oct. 16, 1936.
Dodsworth; United Artists; Aug. 21, 1936.
Don't Get Personal; Universal; Jan. 24, 1936.

E

Everybody's Old Man; 20th Century-Fox; March 6, 1936.

F

Flame Within, The; Metro-Goldwyn-Mayer; April 19, 1935.
Flirtation Walk; First National; Nov. 23, 1934.
Folies Bergere; United Artists; Feb. 15, 1935.

G

Gay Deception, The; Columbia; Aug. 2, 1935.
Girl from 10th Avenue, The; First National; May 17, 1935.
Give Me Your Heart; Warner Bros.; Sept. 25, 1936.
God's Country and the Woman; Warner Bros.; Jan. 22, 1937.
Goin' to Town; Paramount; April 26, 1935.
Green Light, The; Warner Bros.; Jan. 29, 1937.

H

Hands Across the Table; Paramount; Sept. 20, 1935.
Hearts Divided; First National; June 12, 1936.
Her Master's Voice; Paramount; Nov. 15, 1935.
His Brother's Wife; Metro-Goldwyn-Mayer; Aug. 7, 1936.

I

I Found Stella Parrish; First National; Nov. 1, 1935.
I Married a Doctor; First National; April 3, 1936.
In Caliente; First National; June 7, 1935.
Imitation of Life; Universal; Oct. 5, 1934.
Informer, The; RKO; March 27, 1936.
Internes Can't Take Money; Paramount; Feb. 26, 1937.

L

Lady Consents, The; RKO; Jan. 10, 1936.
Last Outpost, The; Paramount; July 5, 1935.
Les Miserables; United Artists; Feb. 22, 1935.
Let 'Em Have It; United Artists; April 12, 1935.
Little Lord Fauntleroy; United Artists; March 20, 1936.
Lives of a Bengal Lancer; Paramount; Nov. 30, 1934.
Living on Velvet; First National; Jan. 4, 1935.
Lloyds of London; 20th Century-Fox; Dec. 11, 1936.
Love Before Breakfast; Universal; Feb. 21, 1936.
Love Is News; 20th Century-Fox; March 12, 1937.

M

Madame Du Barry; Warner Bros.; Oct. 26, 1934.
Magnificent Obsession; Universal; Oct. 11, 1935.
Maid of Salem; Paramount; Dec. 4, 1936.
Marked Woman; Warner Bros.; April 16, 1937.
Maytime; Metro-Goldwyn-Mayer; April 2, 1937.
Moon's Our Home, The; Paramount; April 10, 1936.
Music in the Air; 20th Century-Fox; Nov. 2, 1934.
My American Wife; Paramount; June 26, 1936.

N

Nancy Steele Is Missing; 20th Century-Fox; March 5, 1937.
Next Time We Love; Universal; Jan. 17, 1936.
Night at the Opera, A; Metro-Goldwyn-Mayer; Oct. 25, 1935.

O

On the Avenue; 20th Century-Fox; Feb. 5, 1937.
One in a Million; 20th Century-Fox; Dec. 18, 1936.
Outcast Lady; Metro-Goldwyn-Mayer; Nov. 16, 1934.

P

Page Miss Glory; Warner Bros.; Aug. 30, 1935.
Paris in Spring; Paramount; March 1, 1935.

Peter Ibbetson; Paramount; Sept. 13, 1935.

Plough and the Stars, The; RKO; Oct. 23, 1936.

Professional Soldier; 20th Century-Fox; Dec. 13, 1935.

R

Ramona; 20th Century-Fox; July 3, 1936.

Return of Peter Grimm; RKO; June 21, 1935.

Rhumba; Paramount; Dec. 7, 1934.

Riff-Raff; Metro-Goldwyn-Mayer; Nov. 29, 1935.

Roberta; RKO; Jan. 25, 1935.

Romance in Manhattan; RKO; Dec. 28, 1934.

Romeo & Juliet; Metro-Goldwyn-Mayer; Sept. 4, 1936.

Rose of the Rancho; Paramount; Oct. 4, 1935.

S

Sarah and Son; Paramount; March 22, 1935.

Sea Devils; RKO; Feb. 12, 1937.

She Couldn't Take It; Columbia; Aug. 23, 1935.

She Married Her Boss; Columbia; July 12, 1935.

Shipmates Forever; First National; Oct. 18, 1935.

Show Boat; Universal; Dec. 27, 1935.

Sing Baby, Sing; 20th Century-Fox; July 10, 1936.

Small Town Girl; Metro-Goldwyn-Mayer: Feb. 14, 1936.

So Red the Rose; Paramount; June 14, 1935.

Star Is Born, A; United Artists; April 30, 1937.

Sutter's Gold; Universal; Jan. 31, 1936.

Swing High, Swing Low; Paramount; Jan. 15, 1937.

T

Tale of Two Cities, A; Metro-Goldwyn-Mayer; Sept. 6, 1935.

Theodora Goes Wild; Columbia; Nov. 27, 1936.

These Three; United Artists; Feb. 7, 1936.

Three Men on a Horse; First National; Nov. 6, 1936.

Three Smart Girls; Universal; Jan. 8, 1937.

13 Hours by Air; Paramount; March 13, 1936.

Thunder in the Night; 20th Century-Fox; June 28, 1935.

To Mary, With Love; 20th Century-Fox; May 22, 1936.

Top of the Town; Universal; March 19, 1937.

Traveling Saleslady, The; First National; March 29, 1935.

U

Under Pressure; 20th Century-Fox; Jan. 11, 1935.

Under the Pampas Moon; 20th Century-Fox; May 24, 1935.

V

Valiant Is the Word for Carrie; Paramount; Sept. 18, 1936.

Vanessa; Metro-Goldwyn-Mayer; March 8, 1935.

W

Wake Up and Live; 20th Century-Fox; April 23, 1937.

Walking on Air; RKO; Aug. 14, 1936.

Wedding Night, The; United Artists; Feb. 8, 1935.

White Angel, The; First National; May 29, 1936.

Whole Town's Talking, The; Columbia; Feb. 1, 1935.

Winterset; RKO; Sept. 11, 1936.

Within the Law; First National; Nov. 9, 1934.

Woman I Love; RKO; April 9, 1937.

NEW YORK THEATRE SEASON, 1936-1937

Because of the many adaptations of legitimate plays used on dramatic and variety programs, a synopsis is herewith presented of all the New York plays of the 1936-1937 season. This listing does not include hold-over plays from the previous season nor revivals.

A "season" runs approximately from August to May 31. **In the case of musical comedies, revues, operettas, and in certain other instances, the musical numbers from these offerings are listed together with the performer who originally sang them in the show. Figures in parentheses immediately following the titles indicate the length of the play's run in weeks.**

Hold-overs into the 1936-1937 season included: "Boy Meets Girl," "Dead End," "Idiot's

Delight," "New Faces," "Mulatto," "On Your Toes," "Pre-Honeymoon," "Three Men on a Horse," "Tobacco Road," "Victoria Regina," and "Ziegfeld Follies."

Among the more notable revivals during the same period were: "Othello," "Hamlet" (with John Gielgud), "Hamlet" (with Leslie Howard), "King Richard II," "Candida," "An Enemy of the People," "London Assurance," "The Country Wife," "D'Oyly Carte" (Gilbert & Sullivan), "Life and Loves of Dorian Gray," "Abie's Irish Rose," "The Bat," "Cat and Canary," and "Marching Song."

Allegorical Play

JOHNNY JOHNSON (9)

Author: Paul Green; musical score: Kurt Weill.
Producer: Group Theatre.
Theatre: 44th St.
Opened: Nov. 19, 1936.

Comedy

ARMS FOR VENUS (1½)

Author: Randolph Carter; incidental music, Philip James.
Producer: Mary Hone.
Theatre: John Golden.
Opened: March 11, 1937.

BROTHER RAT

In 27th week, June 15.
Author: John Monks, Jr.; Fred F. F. Finklehoff.
Producer: George Abbott.
Theatre: Biltmore.
Opened: Dec. 16, 1936.

CROSS-TOWN (1)

Author: Joseph O. Kesselring.
Producer: John A. Dietz.
Theatre: 48th St.
Opened: March 17, 1937.

DON'T LOOK NOW (2)

Author: John Crump.
Producer: Gustav Blum.
Theatre: Bayes.
Opened: Nov. 2, 1936.
Featured: Joseph Buloff.

EXCURSION

In 11th week, June 15.
Author: Victor Wolfson.
Producer: John C. Wilson.
Theatre: Vanderbilt.
Opened: April 9, 1937.

GOLDEN JOURNEY (3)

Author: Edwin Gilbert.
Producer: Shuberts.
Theatre: Booth.
Opened: Sept. 15, 1936.

HAVING A WONDERFUL TIME

In 17th week, June 15.
Author: Arthur Kober.
Producer: Marc Connelly.
Theatre: Lyceum.
Opened: Feb. 20, 1937.

HITCH YOUR WAGON (4)

Author: Bernard C. Schoenfeld.
Producer: Malcolm L. Pearson and Donald E. Baruch.
Theatre: 48th St.
Opened: April 8, 1937.

HOWDY STRANGER (10)

Author: Robert Sloane and Louis Pelletier, Jr.
Producer: Ted Hammerstein and Denis Du-For, in association with Robert Goldstein.
Theatre: Longacre (later moved to 46th St.).
Opened: Jan. 14, 1937.

IN THE BAG (1)

Author: Don Carle Gillette.
Producer: Mack Hilliard.
Theatre: Belmont.
Opened: Dec. 17, 1936.

LEND ME YOUR EARS (1)

Author: Philip Wood and Stewart Beach.
Producer: Peters, Weenolsen & Field.
Theatre: Mansfield.
Opened: Oct. 5, 1936.
Featured: Walter C. Kelly.

MATRIMONY PFD. (8)

Author: Louis Verneuil; adapted from French by James Forbes and Grace George.
Producer: William S. Brady.
Theatre: Playhouse.
Opened: Nov. 12, 1936
Star: Grace George.
Featured: A. E. Matthews; Rex O'Malley.

MONEY MAD (0)

(Played one performance.)
Author: Fritz Blocki.
Producer: Edwin A. Relkin.
Theatre: 49th St.
Opened: May 24, 1937.

NOW YOU'VE DONE IT (6)

Author: Mary Coyle Chase.
Producer: Brock Pemberton.
Theatre: Henry Miller's (later to Fulton).
Opened: March 5, 1937.

PENNY WISE (8)

Author: Jean Ferguson Black.
Producer: Juliana Morgan.
Theatre: Morosco.
Opened: April 19, 1937.
Featured: Linda Watkins, Irene Purcell & Kenneth Mac Kenna.

PRELUDE TO EXILE (6)

Author: William McNalley.
Producer: Theatre Guild, Inc. by arrangement with Charles L. Wagner.
Theatre: Guild.
Opened: Nov. 30, 1936.

REFLECTED GLORY (16)

Author: George Kelly.
Producer: Lee Shubert in association with Homer Curran.
Theatre: Morosco.
Opened: Sept. 21, 1936.
Star: Tallulah Bankhead.

SPRING DANCE (2½)

Author: Phillip Barry; based on original play by Eleanor Golden and Eloise Barragon.
Producer: Jed Harris.
Theatre: Empire.
Opened: Aug. 25, 1936.

STAGE DOOR (21)

Author: George S. Kaufman and Edna Ferber.
Producer: Sam H. Harris.
Theatre: Music Box.
Opened: Oct. 22, 1936.
Featured: Margaret Sullavan.

STORK MAD (1)

Author: Lynn Root and Frank Fenton.
Producer: James R. Ullman.
Theatre: Ambassador.
Opened: Sept. 30, 1936.

STORM OVER PATSY (6)

Author: Bruno Frank; adapted by James Bridie.
Producer: Theatre Guild.
Theatre: Guild.
Opened: March 8, 1937.
Featured: Sara Allgood, Claudia Morgan, Roger Livesey, Ian McLean.

SUN KISSED (7)

Author: Raymond Van Sickle.
Producer: Helen G. Bonfils, George Somnes.
Theatre: Little.
Opened: March 19, 1937.

TOVARICH

In 35th week, June 15.
Author: Jacques Deval; adapted by Robert E. Sherwood.
Producer: Gilbert Miller.
Theatre: Plymouth.
Opened: Oct. 15, 1936.
Featured: John Halliday, Marta Abba.

YES MY DARLING DAUGHTER

In 19th week, June 15.
Author: Mark Reed.
Producer: Alfred de Liagre.
Theatre: Playhouse.
Opened: Feb. 9, 1937.
Featured: Lucille Watson, Violet Heming, Peggy Conklin.

Comedy Drama

AND NOW GOODBYE (3)

Author: Adapted from James Hilton's novel of same name by Philip Howard.
Producer: John Golden.
Theatre: John Golden (formerly Masque).
Opened: Feb. 2, 1937.
Star: Philip Merrivale.
Featured: Marguerite Churchill.

AND STARS REMAIN (7)

Author: Julius J. and Philip G. Epstein.
Producer: Theatre Guild.
Theatre: Guild.
Opened: Oct. 12, 1936.
Co-stars: Clifton Webb; Helen Gahagan.

FAREWELL SUMMER (1)

Author: North Bizbee, Walter Holbrook.
Producer: Walter Franklin.
Theatre: Fulton.
Opened: March 29, 1937.

FULTON OF OAK FALLS (5)

Author: Parker Fennelly.
Producer: Cohan & Harris.
Theatre: Morosco.
Opened: Feb. 10, 1937.
Star: George M. Cohan.

HOLMESES OF BAKER ST. (7)

Author: Adapted from Basil Mitchell's original by William Jourdan Rapp and Leonardo Bercovici.
Producer: Elizabeth Miele by arrangement with Lion M. Lion.
Theatre: Masque.
Opened: Dec. 9, 1936.
Featured: Cyril Scott, Helen Chandler, Cissie Loftus.

HOUSE IN THE COUNTRY, A (1)

Author: Melvin Levy.
Producer: Murray Queen.
Theatre: Vanderbilt.
Opened: Jan. 11, 1937.

MISS QUIS (4½)

Author: Ward Morehouse.
Producer: Vinton Freedley.
Theatre: Henry Miller's.
Opened: April 7, 1937.
Star: Peggy Wood, James Lennie.
Featured: Jessie Royce Landis.

WOMEN, THE

In 25th week, June 15.
Author: Clare Boothe.
Producer: Max Gordon.
Theatre: Ethel Barrymore.
Opened: Dec. 26, 1936.

Drama

AGE 26 (4)

Author: Anne Crawford Flexner.
Producer: Richard Aldrich.
Theatre: Lyceum.
Opened: Dec. 21, 1936.
Featured: Robert Harris, Linda Watkins, Kenneth Mac Kenna.

AROUND THE CORNER (2)

Author: Martin Flavin.
Producer: Lodewick Vroom.
Theatre: 48th St.
Opened: Dec. 28, 1936.

BRIGHT HONOR (2)

Author: Henry R. Microck.
Producer: Jack Kirkland & Sam H. Grisman.
Theatre: 48th St.
Opened: Sept. 27, 1936.

BUT FOR THE GRACE OF GOD (5½)

Author: Leopold Atlas.
Producer: Theatre Guild in association with Sidney Harmon.
Theatre: Guild.
Opened: Jan. 12, 1937.

CURTAIN CALL (½)

Author: Le Roy Bailey.
Producers: Jack Quigley & Irving Schactel.
Theatre: Masque.
Opened: April 22, 1937.
Featured: Ara Gerald.

DAUGHTERS OF ATREUS (1½)

Author: Robert Turney (from Greek legend).
Producer: Delos Chappell.
Theatre: 44th St.
Opened: Oct. 14, 1936.
Featured: Eleanora Mendelssohn, Maria Ouspenskaya.

DAYS TO COME (1)

Author: Lillian Hellman.
Producer: Herman Shumlin.
Theatre: Vanderbilt.
Opened: Dec. 15, 1936.

GREEN WATERS (1)

Author: Max Cotto.
Producer: The Shuberts.
Theatre: Masque.
Opened: Nov. 4, 1936.

LAUGHING WOMAN, THE (3)

Author: Gordon Daviot.
Producer: James R. Ullman in association with the Shuberts.
Theatre: Golden.
Opened: Oct. 13, 1936.
Stars: Helen Menken.
Featured: Tonio Selwart.

MASQUE OF KINGS (11)

Author: Maxwell Anderson.
Producer: Theatre Guild.
Theatre: Shubert.
Opened: Feb. 8, 1937.
Featured: Henry Hull, Dudley Digges, Margo, Pauline Frederick.

PLUMES IN THE DUST (1)

Author: Sophie Treadwell.
Producer: Arthur Hopkins.
Theatre: 46th St.
Opened: Nov. 6, 1936.
Star: Henry Hull.

POINT OF HONOR, A (1)

Author: Jo Eisinger and Stephen Van Gluck.
Producer: Luther Greene.
Theatre: Fulton.
Opened: Feb. 11, 1937.
Featured: Wilfred Lawson, Florence Reed.

PROMISE (3½)

Author: Henry Bernstein; adapted from French by H. M. Harwood.
Producer: Gilbert Miller.
Theatre: Little.
Opened: Dec. 30, 1936.

RED HARVEST (2)

Author: Walter Charles Roberts.
Producer: Brock Pemberton in association with Theatre Foundation of America.
Theatre: National.
Opened: March 30, 1937.

ST. HELENA (8)

Author: R. C. Sherriff and Jean De Casalis.
Producer: Max Gordon.
Theatre: Lyceum.
Opened: Oct. 6, 1936.
Featured: Maurice Evans.

SEEN BUT NOT HEARD (8)

Author: Marie Baumer and Martin Berkeley.
Producer: D. A. Doran in association with International Productions, Inc.
Theatre: Henry Miller's.
Opened: Sept. 17, 1936.

SO PROUDLY WE HAIL (2)

Author: Joseph M. Viertel.
Producer: James R. Ullman is association with International Productions, Inc.
Theatre: 46th St.
Opened: Sept. 22, 1936.

SWEET RIVER (1)

Author: Adaptation of Harriet Beecher Stowe's "Uncle Tom's Cabin" by George Abbott; spirituals arranged by Juanita Hall.
Producer: George Abbott.
Theatre: 51st St. (Warner's Hollywood).
Opened: Oct. 28, 1936.

TEN MILLION GHOSTS (1)

Author: Sidney Kingsley.
Producer: Sidney Kingsley.
Theatre: St. James.
Opened: Oct. 23, 1936.

THIRSTY SOIL (1½)

Author: Raymond Bond.
Producer: E. John Brandies in association with Bliss-Hayden.
Theatre: 48th St.
Opened: Feb. 3, 1937.

200 WERE CHOSEN (4)
Author: E. P. Conkle.
Producer: Sidney Harmon and Actors Repertory Co.
Theatre: 48th St.
Opened: Nov. 20, 1936.

WHITE MAN (1)
Author: Samson Raphaelson.
Producer: Sam Byrd.
Theatre: National.
Opened: Oct. 17, 1936.
Featured: Sam Byrd.

WINGLESS VICTORY (16)
Author: Maxwell Anderson.
Producer: Katharine Cornell.
Theatre: Empire.
Opened: Dec. 23, 1936.
Star: Katharine Cornell.

Fantasy

HIGH TOR (21)
Author: Maxwell Anderson.
Producer: Guthrie McClintic.
Theatre: Martin Beck.
Opened: Jan. 9, 1937.

Farce

ALL EDITIONS (3)
Authors: Charles Washburn and Clyde North.
Producer: Juliana Morgan.
Theatre: Longacre.
Opened: Dec. 22, 1936.

BE SO KINDLY (1)
Author: Sara Sandberg.
Producers: Richard Skinner and Hope Lawder, in association with Aldrich and Myers.
Theatre: Little.
Opened: Feb. 8, 1937.

BET YOUR LIFE (1)
Authors: Fritz Blocki and Willie Howard.
Producer: Ben Stein.
Theatre: John Golden.
Opened: April 5, 1937.

CALL ME ZIGGY (1)
Author: Dan Goldberg.
Producer: Michael Todd.
Theatre: Longacre.
Opened: Feb. 13, 1937.

DOUBLE DUMMY (3)
Authors: Tom McKnight and Doty Herbert.
Producers: Mark Hellinger and James R. Ullman.
Theatre: Golden.
Opened: Nov. 11, 1936.

ROOM SERVICE
In 5th week, June 15.
Authors: Allen Boretz and John Murray.
Producer: George Abbott.
Theatre: Cort.
Opened: May 19, 1937.

SWING YOUR LADY (13)
Authors: Kenyon Nicholson and Charles Robinson.
Producer: Milton Shubert.
Theatre: Booth.
Opened: Oct. 18, 1936.

YOU CAN'T TAKE IT WITH YOU
In its 27th week, June 15.
Authors: Moss Hart and George S. Kaufman.
Producer: Sam H. Harris.
Theatre: Booth.
Opened: Dec. 14, 1936.

Melodrama

AMAZING DR. CLITTERHOUSE, THE (10)
Author: Barre Lyndon.
Producer: Gilbert Miller.
Theatre: Hudson.
Opened: March 2, 1937.
Star: Cedric Hardwicke.

ARREST THAT WOMAN (1)
Author: Maxine Alton.
Producer: A. H. Woods, Ltd.
Theatre: National.
Opened: Sept. 18, 1936.

BEHIND RED LIGHTS (22)
Authors: Samuel Shipman and Beth Brown.
Producer: Jack Curtis.
Theatre: Mansfield.
Opened: Jan. 13, 1937.

CHALKED OUT (1½)
Authors: Lewis E. Lawes and Jonathan Finn.
Producer: Brock Pemberton.
Theatre: Morosco.
Opened: March 25, 1937.

IRON MEN (2)
Author: Francis Gallagher.
Producer: Norman Bel Geddes.
Theatre: Longacre.
Opened: Oct. 20, 1936.

LOVE FROM A STRANGER (4)
Author: Adapted from Agatha Christies' novel.
Producer: Alex Yokel.
Theatre: Fulton.
Opened: Sept. 29, 1936.
Featured: Frank Vosper.

MIMIE SCHELLER (4)
Author: Alfred L. Golden.
Producer: Ned Jacobs.
Theatre: Ritz.
Opened: Sept. 30, 1936.

NIGHT MUST FALL (8)
Author: Emlyn Williams.
Producer: Sam H. Harris.
Theatre: Ethel Barrymore.
Opened: Sept. 28, 1936.
Star: Emlyn Williams.

TIDE RISING (4)

Author: George Brewer, Jr.
Producers: Richard Aldrich and Richardson Myers.
Theatre: Lyceum (later moved to 44th St.).
Opened: Jan. 25, 1937.
Star: Grant Mitchell.
Featured: Tamara.

TIMBER HOUSE (0)

(Played one performance.)
Author: John Boruff.
Producer: Fiske-Hammond.
Theatre: Longacre.
Opened: Sept. 19, 1936.

WITHOUT WARNING (2)

Author: Ralph Spencer Zink.
Producer: A. L. Jones.
Theatre: National.
Opened: May 1, 1937.

YOUNG MADAME CONTI (2½)

Author: Bruno Frank; adapted from German original by Hubert Griffith and Benn W. Levy.
Producer: Bernard Klawans (Warner Bros.).
Theatre: Music Box.
Opened: March 31, 1937.
Star: Constance Cummings.

Musical

BLACK RHYTHM (1)

Author: Donald Heywood.
Producers: Earl Dancer and J. H. Levey.
Theatre: Comedy.
Opened: Dec. 19, 1936.

ORCHIDS PREFERRED (1)

Score: Dave Stamper.
Book and lyrics: Fred Herendeen.
Producer: Charles H. Abramson.
Theatre: Imperial.
Opened: May 11, 1937.
Songs: "A Million Dollars," Vicki Cummings; "A Boy, a Girl, a Moon," Vicki Cummings and John Donaldson; "What Are You Going to Do About Love?" Benay Venuta; "Eddy-Mac," Benay Venuta; "Selling a Song," Benay Venuta.

Musical Comedy

BABES IN ARMS

In 10th week, June 15.

Book, score, lyrics: Richard Rodgers and Lorenz Hart.
Producer: Dwight Deere Wiman.
Theatre: Shubert.
Opened: April 14, 1937.
Songs: "Where or When," Mitzi Green, Ray Heatherton; "Babes in Arms," Mitzi Green, Ray Heatherton, Alfred Drake; "I Wish I Were in Love Again," Grace McDonald, Rolly Pickert; "All Dark People," Harold Nicholas, Fayard Nicholas; "Way Out West," Wynn Murray, Alex Courtney, Clifton Darling, James Gillis, Robert Rounseville; "My Funny Valentine," Mitzi Green; "Johnny One-Note," Wynn Murray; "Imagine," Wynn Murray, Alex Courtney, Clifton Darling, James Gillis, Robert Rounseville; "All at Once," Mitzi Green, Ray Heatherton; "The Lady Is a Tramp," Mitzi Green; "You Are So Fair," Grace McDonald, Rolly Pickert, Mitzi Dahl, Jean Owens, Duke McHale.

RED, HOT AND BLUE (23)

Score: Cole Porter.
Book: Howard Lindsay, Russel Crouse.
Producer: Vinton Freedley.
Theatre: Alvin.
Opened: Oct. 29, 1936.
Stars: Jimmy Durante, Ethel Merman, Bob Hope.
Featured: Polly Walters, The Hartmans.
Songs: "Down in the Depths, on the 90th Floor," Ethel Merman; "You've Got Something," Ethel Merman, Bob Hope; "It's De-Lovely," Ethel Merman, Bob Hope; "Ridin' High," Ethel Merman; "Red, Hot and Blue," Ethel Merman; "What a Great Pair We'll Be," Dorothy Vernon, Thurston Crane; "Ozarks Are Calling Me Home," Ethel Merman; "Little Skipper from Heaven Above," Jimmy Durante; "Ours," Dorothy Vernon, Thurston Crane; "Carry On," Thurston Crane.

SEA LEGS (2)

Music: Michael H. Cleary.
Book and lyrics: Arthur Swanstrom.
Producer: Albert Bannister and J. Edmund Byrne.
Theatre: Mansfield.
Opened: May 18, 1937.
Stars: Dorothy Stone, Charles Collins, Roscoe Ates.
Songs: "Ten O'Clock Town," Dorothy Stone and Charles Collins; "Touched in the Head and Smitten in the Heart," Dorothy Stone and Charles Collins; "Infatuation," Kathryn Mayfield and Charles Collins; "The Opposite Sex," Charles King.

Mystery Melodrama

BLACK LIMELIGHT (8)

Author: Gordon Sherry.
Producers: George Busher and John Tuerk.
Theatre: Mansfield.
Opened: Nov. 9, 1936.

Operetta

FORBIDDEN MELODY (4)

Book, lyrics: Otto Harbach.
Score: Sigmund Romberg.

Producers: Jack Kirkland and Sam H. Grisman.

Theatre: New Amsterdam.

Opened: Nov. 2, 1936.

Featured: Carl Brisson, Ruby Mercer, Ruth Weston, Joseph Greenwald, Jack Sheehan.

Songs: "Lady in the Window," Lillion Clark, Daniel Harris; "Just Hello," Carl Brisson, Lillion Clark, Daniel Harris; "Moonlight and Violins," Ruth Weston, Carl Brisson; "Lady in the Window," Carl Brisson; "Two Ladies and a Man," Ruby Mercer; "You Are All I've Wanted," Carl Brisson; "Reprise," Carl Brisson; "No Use Pretending," Ruby Mercer, Carl Brisson; "Hear the Gypsies Playing," Ruby Mercer; "When a Girl Forgets to Scream," Carl Brisson; "Blame It All on the Night," Ruby Mercer, Carl Brisson.

FREDERIKA (12)

Score: Franz Lehar.

Book and lyrics: Adapted by Edward Eliscu.

Producer: The Shuberts.

Theatre: Imperial.

Opened: Feb. 4, 1937.

Stars: Dennis King, Helen Gleason, Ernest Truex.

Songs: "One," Helen Gleason; "Rose in the Heather," Dennis King; "Rising Star," Dennis King, George Trabert; "Out in the Sun," Doris Patston, George Dobbs, Charles Columbus; "I Asked My Heart," Helen Gleason; "Stormy Love," Helen Gleason, George Trabert; "A Word to Remind You," Dennis King; "Jealousy Begins at Home," Doris Patston, George Dobbs, Charles Columbus; "Why Did He Kiss My Heart Awake?", Helen Gleason.

WHITE HORSE INN (29)

Book: Hans Muller, adapted by David Freedman.

Lyrics: Irving Caesar.

Music: Ralph Benatzky.

Producer: Laurence Rivers, Inc.

Theatre: Center.

Opened: Oct. 1, 1936.

Stars: William Gaxton, Kitty Carlisle.

Songs: "Leave It to Katarina," Kitty Carlisle; "Blue Eyes," Robert Halliday, Ann Barrie; "I Would Love to Have You Love Me," Buster West, Melissa Mason; "Good-Bye, Au Revoir, Auf Wiedersehn," William Gaxton; "White Horse Inn," Kitty Carlisle, Robert Halliday; "I Cannot Live Without Your Love," William Gaxton, Kitty Carlisle; "High Up on the Hills," Kitty Carlisle, Billy House; "We Prize Most the Things We Miss," Kitty Carlisle; "Waltz of Love," Albert Mahler, Robert Halliday, Ann Barrie.

Playlets

TONIGHT AT 8:30 (14)

First Series: Hands Across the Sea; The Astonished Heart; Red Peppers.

Second Series: We Were Dancing; Fumed Oak; Shadow Play.

Third Series: Ways and Means; Still Life; Family Album.

Author: Noel Coward.

Producer: John C. Wilson.

Theatre: National.

Opened: Nov. 24, 1936.

Stars: Noel Coward, Gertrude Lawrence.

Songs: "You Were There" (Shadow Play); "Then" (Shadow Play); "Play, Orchestra, Play" (Shadow Play); "Men About Town" (Red Peppers); "Has Anybody Seen Our Ship?" (Red Peppers).

Revue

SHOW IS ON, THE (27)

Sketches: David Freedman; one by Moss Hart.

Score: Vernon Duke; Ted Fetter; Hoagy Carmichael and Stanley Adams; Howard Dietz and Arthur Schwartz; George and Ira Gerschwin; Herman Hupfeld; Will Irwin and Norman Zeno; Richard Rogers and Lorenz Hart; Ely Harburg and Harold Allen.

Producer: The Shuberts.

Theatre: Winter Garden.

Opened: Dec. 25, 1936.

Stars: Beatrice Lillie, Bert Lahr.

Featured: Reginald Gardiner, Mitzi Mayfair, Paul Haakon, Gracie Barrie, Charles Walters, Vera Allen, Robert Shafer, Jack McCauley, Evelyn Thawl, Ralph Riggs, Marie Carroll, Roy Campbell's Continentals.

Songs: "Song of the Woodman," Bert Lahr; "Long As You've Got Your Health," Gracie Barrie; "The Show Is On," Gracie Barrie; "Now," Gracie Barrie, Robert Shafer; "What Has He Got?", Mitzi Mayfair, Charles Walters; "Casanova," Gracie Barrie; "Buy Yourself a Balloon," Beatrice Lillie; "Woof," Bert Lahr; "Little Old Lady," Mitzi Mayfair, Charles Walters.

Spectacle Drama

ETERNAL ROAD, THE (19)

Author: Franz Werfel's book, translated by Ludwig Lewisohn, adapted by William A. Drake.

Score: Kurt Weill.

Lyrics: Charles Alan.

Producers: Presented by Meyer W. Weisgal and Crosby Gaige; Max Reinhardt production.

Theatre: Manhattan Opera House.

Opened: Jan. 7, 1937.

SAMPLE SCRIPTS

The purpose of presenting these two actual scripts is to show the mechanics of putting finished program material into manuscript form for broadcasting. Insofar as type can approximate typing, the relationships between instructions, cues, dialogue, etc., have been maintained.

One of these scripts is chiefly composed of spoken passages (dialogue). The other is primarily musical. Inasmuch as the majority of evening network programs represents either one or the other of these categories, or combinations thereof, these samples were chosen. Acknowledgement for courtesy in allowing reproduction of the scripts is made to the American Tobacco Co. and General Foods and to their advertising agencies, Lord & Thomas and Young & Rubicam.

WEAF **THE GENERAL FOODS COMPANY**
JELL-O PROGRAM

7:00-7:30 P.M. EST **MARCH 14, 1937** **SUNDAY**

(SIGNATURE)

WILSON: The Jell-O program, coming to you from the Grand Ballroom of the Hotel Pierre, starring Jack Benny, with Mary Livingstone, and Abe Lyman and his Orchestra.
The Orchestra opens the program with "You," from The Great Ziegfeld.

(SEGUE INTO NUMBER - -

1. *("YOU" - ORCHESTRA)*

OPENING COMMERCIAL

WILSON: They say that time is money, and if you want to save both time *and* money, serve JELL-O for dessert! JELL-O is easy to make, easy to take, a good looking, good tasting, inexpensive dessert that you can make in just a jiffy! Your whole family will go for JELL-O's refreshing true-fruit taste! And remember that genuine JELL-O brings you that extra-rich fruit flavor! Flavor that comes from fresh ripe fruit. So brighten up your dinner table some night soon! Serve a great gleaming dish of colorful JELL-O. It looks so attractive, it tastes so good, and costs so little! Ask your grocer for JELL-O tomorrow! But be sure you get the real thing—accept no substitutes—insist on the one and only genuine JELL-O!

(FIRST ROUTINE)

WILSON: And now, ladies and gentlemen, we bring you a fellow who is a big man in Hollywood . . . a giant in Waukegan . . . but just another actor in New York—Jack Benny!

CROWD: (APPLAUDS)

JACK: Jell-o again, this is Jack Benny coming to you from the Grand Ballroom of the Hotel Pierre . . . And listen, Don, I'm not such a small guy in New York either.

WILSON: Then how come they won't even let you broadcast from the N.B.C. Studios? First, you're at the Waldorf-Astoria . . . and now the Pierre - -

JACK: Well, it's because N.B.C. is crowded, that's why.

WILSON: How long are you gonna stay in New York anyway?

JACK: Until we run out of hotels . . . I've been hanging around so many ballrooms I feel like a chandelier . . . Of course there's a certain amount of class and prestige broadcasting from a place like this.
(KNOCK ON DOOR)

JACK: Come in.
(DOOR OPENS)

BALDWIN: Mr. Benny?

JACK: Yes.

BALDWIN: On behalf of the management of the Hotel Pierre I bid you welcome, and trust that the broadcasting facilities here are satisfactory.

JACK: They certainly are.

BALDWIN: Now if there's anything I can do for you, don't hesitate to call upon me.

JACK: Well thank you, is there anything I can do for you?

BALDWIN: Yes, don't mingle with the guests, good-bye.
(DOOR SLAMS)

JACK: H'm, that's what I get for slumming on the Avenue . . . Anyway, Don, it's still a distinction to be able to do our program from here. Not every entertainer would be granted that privilege . . . particularly *one* that I know of.

WILSON: Who's that?

JACK: Well, I don't want to mention any names, but I don't see how Harry Von Zell can laugh at him every Wednesday night.

WILSON: Oh, Von Zell, that announcer...Say, Jack, what product do they sell, anyway?

JACK: Nothing you can put sliced bananas on.

WILSON: By the way, Jack, did you hear Allen call you a bully last Wednesday? (SINGS) Benny the Bully, Benny the Bully.

JACK: Well, it's better than being a scaredy cat (SINGS) Allen is a scaredy cat, Allen is a scaredy cat.

WILSON: How do *you* know?

JACK: Oh, Don, he's an awful baby. Imagine a grown man taking ether when he gets a manicure . . . Anway, I don't want Allen's name mentioned any more on this program. From now on if you *have* to refer to him, just call him "*Boo* that's good enough for me.

WILSON: "BOO" Allen, that's a silly name.

JACK: Well it fits the character.

MARY: Hi ya, Don. Hello, Jack.

JACK AND WILSON: Hello, Mary.

JACK: Where have you been?

MARY: I was out with "Boo" and Portland Hoffa.

JACK: Oh you were, eh? Well I should think you'd select your company a little more carefully. Of course Portland's all right, but I'd watch out for "Boo."

MARY: You know, Jack, he asked me if you really played *"The Boo"* on your violin.

JACK: That's "The Bee" and don't overdo it . . . Anyway, let's change the subject.

WILSON: All right . . . Jell-O is not only economical, but it is easy to make. And remember, it tastes twice as good as ever before.

JACK: Now let's change the subject again.

WILSON: Sure . . . Oh, Jack, where's Kenny?

JACK: Kenny? He had to go to Hollywood to finish his picture but he'll be back again next week.

MARY: You know, Jack, I just got the cutest telegram from Kenny.

JACK: Oh, then he must have arrived there. What does he say?

MARY: He says . . . Wait a minute, here it is: "ARRIVED HOME SAFELY . . . WEATHER EXCELLENT, TRIP PLEASANT, *BUS* COMFORTABLE."

JACK: Oh, he motored back.

MARY: "SCENERY WAS BEAUTIFUL IN PENNSYLVANIA ESPECIALLY WHEN WE PASSED THROUGH *BOO*TOWN.

JACK: *Boo*town!

MARY: He means Allentown.

JACK: He must have read my thoughts . . . Go on, Mary.

MARY: "RIGHT NOW I AM LISTENING TO THE PROGRAM AND I CERTAINLY MISS *ME*."

JACK: Oh!

MARY: "YOU WOULD NEVER KNOW HOLLYWOOD . . . IT HAS CHANGED A LOT IN TWO WEEKS. I CAN'T EVEN FIND MY HOUSE AND THE PARAMOUNT STUDIO HAS CHANGED ITS NAME TO ANHEISER-BUSCH.

JACK: Anheiser-Busch! Where's that wire from, Mary?

MARY: St. Louis.

JACK: I thought so. What a dope, imagine getting off at St. Louis . . . Read on, Mary.

MARY: "P. S."

JACK: Imagine P. S. in a telegram!

MARY: "I JUST FOUND OUT THAT I'M IN ST. LOUIS INSTEAD OF HOLLYWOOD . . . BOY, ARE THEY MIXED UP!"

JACK: Well that serves me right for letting him take that trip alone.

ABE: Say, Jack.

JACK: Yeah . . . Oh hello, Abe, how are you?

ABE: Oh I'm all right. Can I talk to you a minute!

JACK: Sure, what is it?

ABE: Listen, Jack, I heard some pretty bad reports about me on last Sunday's program.

JACK: You did! Why I thought you were great . . . didn't you, Don?

WILSON: Sure . . . you were swell, Abe.

ABE: I don't mean my music. But my friends all seem to think you made me sound like a pretty tough guy.

JACK: But, Abe, we were only kidding.

ABE: WELL I'M SENSITIVE!

JACK: Oh!

ABE: Gee, Jack I'm not a bad guy, I'm not a mugg or a tough egg or anything. I'm considered a gentleman.

JACK: I'm terribly sorry, Abe, really.

ABE: Well, don't do it again or I'll kick your teeth out!

JACK: Oh you will!

MARY: Are you going to take that from him, Jack?

JACK: Well, I'd fix him but I don't want to be known as a bully.

MARY: Especially without teeth.

JACK: That's gratitude for you . . . Say, Don, why do I always have trouble with orchestra leaders? What have I done to deserve these constant threats of violence? Am I a magnet that attracts the brutality in maestros? . . . A football to be kicked around from pillar to goalpost? . . . Why must I be eternally ducking behind a microphone.

WILSON: I don't know, why?

JACK: While I'm thinking of an answer, the orchestra will play, "I got Rhythm" . . . Play, Lyman! . . . Hm, I wish Freddie Bartholomew had an orchestra, I'd tell *him* something.

(SEGUE INTO NUMBER - -

2. (I GOT RHYTHM - ORCHESTRA)

(SECOND ROUTINE)

JACK: That was "I Got Rhythm" from "Girl Crazy" played by Abe Lyman and His Musical Muscle Men . . . I don't know Abe, how can your musicians be so tough and play so sweet?

ABE: I feed 'em raw meat and cream puffs.

JACK: Oh!

ABE: And anyway, I—

JACK: Now listen, Abe, I don't want to argue about anything, I'm too tired. I was up all night doing some last-minute work on my Income Tax.

MARY: Income Tax! Why, Don and I saw you at the Stork Club last night with a blonde.

JACK: Well, she was helping me.

MARY: The way she ate you could put her down as a dependent.

JACK: Mary, blondes aren't deductible.

MARY: You know, Jack, I'm glad I live in California where there's no Income Tax.

JACK: Why, Mary, the Federal Tax applies to California the same as every other state.

MARY: That's funny *I* never paid one.

JACK: You didn't! Well, didn't you get any letters from the Government?

MARY: Yeah . . . Gee, I thought it was fan mail, I sent 'em a picture.

JACK: Hm! Well you better file a Tax Report right away or you'll be doing a guest shot on the Leavenworth Hour . . . you better get after it.

(DOOR OPENS AND CLOSES QUICKLY)

SAM: (ENTERS, HUMMING "FINE ROMANCE") Hullo, Stranzer!

JACK: Hullo Schlepperman, how are you?

SAM: I feel like a million dollars, and on that I don't have to pay tax.

JACK: Well, Schlep I didn't expect you tonight.

SAM: Jack, soon what I heard Kenny Baker wasn't coming up here, I came up to offer my services . . . to give you an audisson.

JACK: Oh, are you a singer?

SAM: That's me, *Bing* Schlepperman! . . . B-b-b-boo, the Yodeler from Yonkers.

JACK: So you're a singer, eh. Well that's news to me. Whose band did you sing with?

SAM: Goy Lombardo . . . vot a sneppy band.

JACK: Oh the Lombardos! I've listened to them a lot of times but I never heard *your* voice.

SAM: Oh, do they play loud?

JACK: Well Schlep, tell me—what kind of songs do you sing?

SAM: Mostly sentimental . . . Home on the Ranch . . . Shoes and Saddles . . . and There's an Old Swimming Pool in the Parlor.

JACK: Swimming pool!

ABE: That's spinning wheel, you dope.

SAM: Say Jeck, vot's the matter with dat Lyman?

JACK: Oh. you know how tempermental musicians are . . . especially band leaders.

SAM: Hm, Lyman a band leader . . . a brush he should have on the end of that stick.

JACK: You said it!

ABE: Pipe down, Schlepperman!

SAM: Look vot's talking . . . He works two weeks and already he's a foreman.

JACK: Don't worry about him . . . Well Schlepperman, it was very nice of you to offer your services, but I've already asked Mary to sing a number.

MARY: Oh, I don't want to sing tonight.

JACK: Aw come on Mary . . . I'll tell you what, if you'll sing a chorus I will too . . . You're not offended, are you Schlep?

SAM: Vy certainly not.

JACK: I'm sorry you made the trip for nothing.

SAM: Who made it for nothing? I sold nine suits in the lobby . . . (SINGS) A fine romance, with patch pockets, a fine romance—

JACK: Sit down, Schlep, Mary's going to sing . . . Come on Mary . . . Would you folks like to hear her sing?

CROWD: (APPLAUSE)

JACK: You see? Now you'll have to . . . Hit it, Abe.

(SEGUE INTO NUMBER)

3. (YOU DO THE DARNDEST THINGS, BABY—ORCHESTRA AND MARY LIVINGSTONE)

(MARY'S SONG: You do the darndest things, baby,
But oh, you're so doggone cute with it all,
I'd like to clip your wings, baby,
You're flying so high, you're due for a fall,
Your attitude slays me, I'm almost afraid
You're driving me crazy
I must be tetched in the haid . . . la de da!
You do the darndest things, baby
But oh, you're so doggone cute with it all.

(THIRD ROUTINE)

JACK: Mary, that was swell. And you weren't nervous or anything.

MARY: No, now it's your turn, Jack.

JACK: All right. Now I'll sing my chorus, and I dedicate it to Don Wilson. Hit it, boys.

(ORCHESTRA PLAYS A FOUR-BAR INTRODUCTION)

JACK: You say the darndest things, Wilson,
But oh, you're so dawgone cute with it all,
You're always out to see Jell-O,
In Winter, Spring, or Summer or Fall . . .
You always say Strawberry,
You always say Razz,
You always say Cherry, Orange, Lemon and Li—ime!
You nearly drive me nuts, Wilson.
But Oh, you're so doggone cute with it all.

(ORCHESTRA PLAYS FIRST ENDING FORTE, AS JACK CONTINUES SONG—)
(ON CUE: "DRIVING ME NUTS" LOUD KNOCK ON DOOR)

MARY: Come in!
(DOOR OPENS)

ALLEN: Hey, what's going on here, what's going on here? Whoever's blowing that foghorn . . . has gotta cut it out.

ALL: FRED ALLEN!

CROWD: (APPLAUSE)

JACK: Well as I live and regret there are no locks on Studio doors . . . if it isn't Boo Allen! . . . Now listen Allen, what's the idea of breaking in here in the middle of my singing?

ALLEN: Singing? Well, I didn't mind when you scraped that over my night bag and called it "The Bee" . . . but when you set that croup to music and call it singing . . . Benny, you've gone too far!

JACK: Oh, so you didn't like it, huh?

ALLEN: Like it! . . . Why you make Andy Devine sound like Lawrence Tibbett.

JACK: Now look here Allen, I don't care what you say about my singing or my violin playing on your *own* program, but when you come up here . . . be careful. After all, *I've* got listeners!

ALLEN: Keep your family out of this.

JACK: Well my family likes my singing . . . and my violin playing, too.

ALLEN: Your violin playing! Why I just heard that a horse committed suicide when he found out your violin bow was made from his tail.

JACK: Hm! Well, you listen to me, you Wednesday Night Hawk . . . another crack like that and Town Hall will be looking for a new janitor.

ALLEN: Why you fugitive from a Ripley cartoon . . . you lay a hand on me and you'll be hollering Strawberry, Raspberry, Cherry, Orange, Lemon and *HELP*.

JACK: Ho-ho, listen to that Smile of Beauty . . . Keep this up, Allen, and I'll ask Don Wilson to *fall* on you . . . And if Wilson falls on you, you know what that means.

MARY: *Oh boy, pressed ham!*

JACK: Atta girl, Mary, that's a honey.

MARY: Quiet, coward.

JACK: Coward?

ALLEN: Yes, and she doesn't mean that English entertainer.

JACK: Now listen, Allen, I'm up here attending to my own business and this is no place to settle our private affairs. How did you get in here without a pass?

ALLEN: I made one at the doorman and *you're* next.

JACK: Oh I am, eh?

SAM: Gentlemen, gentlemen, don't fight here. Why don't you go over to Madison Square Garden?

ALLEN: You keep out of this, you little squirt, or you'll be getting your next quota of matzohs from Saint Peter.

SAM: Good-bye, Jackie-boy, take it easy.
(DOOR SLAMS)

JACK: There goes Schlepperman, and I wish you'd follow him out.

ALLEN: Listen Cowboy, why didn't you stay out in Hollywood where you don't belong?

JACK: Because I heard you were coming out there to make a picture, that's why . . . You ought to do very well Mr. Allen, now that Boris Karloff is in England.

ALLEN: Well I saw *your* last picture. And maybe you didn't start Bank Night, but you certainly kept it going.

JACK: Oh yeah? Well three states are waiting for *your* picture to be released. They're going to use it instead of capital punishment . . . Wow!

ABE: That's telling him, Jack.

ALLEN: Who's this pall bearer.

MARY: Sic 'em, Lyman!

JACK: Hm, look what's going to make a picture . . . Fred Allen, the Great Lover! I suppose Gable and Taylor are losing a lot of sleep right now.

ALLEN: Not if they're listening to this broadcast.

JACK: Oh, what a witty retort . . . Where are you going to live in Hollywood, Mr. Allen . . . At the Ostrich Farm?

ALLEN: I may.

MARY: (STARTS TO LAUGH)

JACK: What are you laughing at, Mary?

MARY: He'll show those birds how to lay eggs.

JACK: Mary, that was marvelous, I'm gonna kiss you for that.

MARY: Then I take it back.

JACK: Oh you do.

ALLEN: She'd *rather* kiss an ostrich and so would I.

JACK: Well Allen, that's going a little too far! I didn't mind a little mud-slinging now and then, but when you make those kind of remarks, it means *fight* where I come from.

ALLEN: You mean your blood would boil if you had any?

JACK: Yes, and I've got just enough to resent that . . . Mr. Allen, I come from the West. I'm a hard-ridin', two-fisted he-man . . . and if you'll step out in the hallway I'm ready to settle this little affair man to man!

ALLEN: You are, uh?

JACK: Yeah.

ALLEN: (MIMICKING JACK) This will be the last number of the last program on any Jell-O series——

MARY: *NEXT WEEK THE JELL-O PROGRAM, STARRING MARY LIVINGSTONE!*

JACK: Come on, Allen, do you wanna go through with this?

ALLEN: I didn't come here for your autograph.

JACK: Now listen, Allen, I'll give you just one more chance to apologize.

ALLEN: Apologize? Why I'll knock you flatter than the first eight minutes of this program.

MARY: *Hold on there,* Allen! Who touches a hair on Jack's gray head, has to find it first.

JACK: Who said that?

MARY: Barbara Livingstone!

JACK: Never mind that. . . . Come on Allen, let us away. Play, Lyman!

(WE HEAR THEM STAMPING OUT OF THE ROOM—)

JACK: Hm, I'm sorry now I sold my rowing machine.

(SEGUE INTO NUMBER)

4. (HALLELUJAH—ORCHESTRA)

(FOURTH ROUTINE)

WILSON: That was "Hallelujah" played by the Orchestra, with Abe Lyman at the baton, and Benny and Allen at each other's throats out in the hallway.

MARY: And the winner will tell *his* version on his own program next Wednesday night.

WILSON: Oh, I don't know, Jack can take care of himself.

ABE: It's Allen *he* has to worry about.

MARY: Gee, I hope nothing's happened to either one of them . . . especially Jack.

WILSON: They're both pretty husky, although Jack looked kind of worried.

MARY: Oh, he doesn't care whether he wins or not, he's gotta due bill in a hospital.

(VERY HEAVY FOOTSTEPS APPROACHING)

MARY: Sh, here they come now.
(DOOR OPENS)

JACK & ALLEN: (ENTER—LAUGHING TO BEAT THE BAND)

JACK: Ha ha ha! Gosh Freddie, those were the days, weren't they?

ALLEN: Yes, sir! Remember that time in Toledo when you walked into the magician's dressing-room and stole his pigeons?

JACK: Do I! They tasted pretty good, didn't they Freddie?

ALLEN: You said it, Jack.

JACK: And remember the guy in the show with us who used to take in washing on the side? You know, the guy that did our laundry?

ALLEN: Say, what's Ben Bernie doing now?

JACK: He's got a band . . . Ben Bernie and all the Suds.

BOTH: (LAUGH TO BEAT THE BAND)

MARY: We didn't make much money in those days, Freddie, but we *did* get a lot of laughs.

ALLEN: We certainly did . . . until we walked on the stage.

BOTH: (LAUGH AGAIN)

MARY: Say Jack.

JACK: Yes, Mary.

MARY: What happened to the fight?

JACK: What fight? Say Freddie, remember that time in South Bend, Indiana, when you were going with Portland, and I—

WILSON: Hey, no kidding fellows, what happened to that fight?

JACK: Why Don, we were never serious about that.

MARY: Then how did you get that black eye?

JACK: Oh, this? Well, I was writing a letter.

ALLEN: And I dotted his eye.

JACK: Now wait a minute, Freddie, I slapped you more than you did me. Look at your wrist, it's all red.

ALLEN: Well I made you say Uncle when I pulled your hair.

JACK: Uncle isn't the word, but let it go.

WILSON: Say, Fred, here's a package you dropped on your way out to the hall.

ALLEN: Oh yes, that's a box of candy I was gonna give Jack.

JACK: Oh Freddie!

MARY: Candy! Can I have a piece?

ALLEN: Sure, but take the *square ones* Mary, they're not poison.

JACK: Hm, I see . . . And by the way Freddie, when you get home, if that box of flowers I sent you is still ticking . . . just put it in water.

ALLEN: I will, and thanks for the tip.

MARY: Gee this candy is swell . . . have a piece, Jack?

JACK: Mmm! . . . Say, this is good chocolate, wonderful flavor . . . what's it filled with, Freddie?

ALLEN: Ipana.

JACK: Oh! Well I was going to brush my teeth anyway.

ALLEN: Well Jack, I've got to go now. I have a lot of work to do on my own program.

JACK: Okay, Freddie. Well, thanks for your kind visit and apology.

ALLEN: What apology?

JACK: Never mind, let's not start that again . . . Before you go, Fred, I want to tell you I didn't mind one thing you said about me during our feud.

ALLEN: You didn't! Why not, Jack?

JACK: Well I'll tell you . . .

(PIANO CHORD)

JACK: You said the darnedest things, Freddie. But you were so dawgone cute with it all.

ALLEN: And you said the meanest things, Jackie. You were ridin' high but you were due for a fall.

JACK: You said I was bloodless.

ALLEN: You said I was tight.

JACK: You insulted my fiddling.

BOTH: A rootin' tootin' hootin' tootin' ha-cha-cha! We said the darndest things palsy . . . But oh, we were so dawgone cute with it all . . . And now we're fri-ends!

CROWD: (APPLAUSE AFTER NUMBER IS OVER)

JACK: Well Fred, I didn't know you could sing that good.

ALLEN: Thanks Jack . . . Well, I've gotta leave you now . . . Oh by the way, Mr. Lyman!

ABE: Yes, Fred.

ALLEN: You lay offa my pal Jack Benny, that's all . . . Goodbye everybody.

CROWD: Goodbye.

JACK: So long, Freddie.

CROWD: (APPLAUD)

JACK: Play, Lyman! And watch your step, you heard what Freddie said.

ABE: Why you little sawed-off punk, I'll take you and tear you from limb to limb!

JACK: Oh Freddie! Freddie! FREDDIE! Freddie!

(SEGUE INTO NUMBER)

5. (HALLELUJAH THINGS LOOK ROSY NOW—ORCHESTRA)

(CLOSING COMMERCIAL)

WILSON: St. Patrick's Day is only three days away, so you better begin now to get together your shamrocks and Irish colors. And here's a JELL-O dessert that has just the touch of color in keeping with the occasion, called Emerald Fruit Cup. You make it this way: Just dissolve one package of Lime Jell-O in one pint of hot water and then pour into a shallow pan. Chill until firm, and then cut the JELL-O into cubes. Arrange the cubes of Lime JELL-O in sherbet glasses, alternating with grapefruit sections. Serve plain, or, for a distinctive touch, pour over each portion 3 or 4 tablespoonfuls of ginger ale. Refreshing Lime Jell-O with juicy grapefruit—it's a grand combination to start off a dinner with, and equally delicious as dessert! . . . Serve Emerald Fruit Cup for your St. Patrick's Day dinner, but be sure you make it with genuine Lime JELL-O. For Lime Jell-O like all of JELLO's six delicious flavors has that extra-rich fruit taste. Ask for JELL-O by name, and look for the big red letters on the box. They spell JELL-O.

(CLOSING ROUTINE)

JACK: This is the last number of the 24th program in the new Jell-O series, and we'll be with you again next Sunday night broadcasting from New York City . . . And Mary, I want to tell you your song was swell.

MARY: Thanks . . . Say Jack, are you really glad that you made up with Freddy Allen?

JACK: Certainly I am.

MARY: Why?

JACK: Because now I won't have to listen to his program to hear what's he's saying about me . . . Good-night, folks.

(SIGNATURE)
WILSON: (CLOSING N.B.C SIGNOFF)

Prepared by Lord & Thomas; reprinted by courtesy of the American Tobacco Co. (Lucky Strike)

THE AMERICAN TOBACCO COMPANY
"YOUR HIT PARADE"
WEDNESDAY, MAY 19, 1937

(OPENING SIGNATURE—"HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE . . . All America's choice in popular music . . . played by Mark Warnow and the Lucky Strike Orchestra. Later in the program in a special broadcast from Hollywood we will present our guest of the evening, a stage and screen favorite of here and abroad, the celebrated British actor, Mr. Leslie Howard. Twice each week Your Hit Parade brings you the most popular tunes in America—a dance program that is more than just a program of dance music.

(FANFARE—. . .)

SECOND ANNOUNCER: Your Lucky Strike Hit Parade is based on a gigantic weekly nation-wide survey made from Maine to California—and is presented for your interest and your pleasure by Lucky Strike. Each week sheet music and phonograph record sales all over the country are carefully checked. Each week famous orchestra leaders are asked what songs you like best when you are out dancing. Each week your most popular selections on the big radio networks are tabulated. Then all these figures are analyzed, assorted, rated, compiled—and the result is "Your Hit Parade"—a composite picture of this week's musical opinion of America.

FIRST ANNOUNCER: Now Mark Warnow is ready with the favorite music of the week. The first tune on deck tonight is *your* choice for this week's Number *SEVEN—"The Love Bug Will Bite You!"*—Number *SEVEN* . . .

("THE LOVE BUG WILL BITE YOU"—QUARTET AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

(FANFARE—. . .)

ANNOUNCER: Number *TWO!* Runner-up for the nation's top musical honor this week . . . *"September in the Rain."*

("SEPTEMBER IN THE RAIN"—CLARK AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("SIBONEY"—ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Siboney" . . . the captivating Cuban tango, played as a special selection tonight by the Lucky Strike Orchestra.
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("NEVER IN A MILLION YEARS"—NORMAN AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen to the Lucky Strike Orchestra with this week's number *SIX* favorite . . . the glowing ballad "Never In a Million Years" from "Wake Up and Live" . . . Number *SIX*.

(MUSIC SWELLS AND FINISHES)
COMMERCIAL No. 1

("CAMPTOWN RACES," "POP GOES THE WEASEL"—ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A modern dance interpretation of grand old American folk tunes—two special extras—"Camptown Races" and "Pop Goes the Weasel."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LITTLE OLD LADY"—QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the coast-to-coast choice for *NINTH* place this week. Number *NINE* . . . *"Little Old Lady"* from "The Show Is On."
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

(FANFARE—. . .)

ANNOUNCER: Number *THREE!* . . . one of this week's leaders . . . another scintillating rhythm from Gordon and Revel's score for "Wake Up and Live" . . . *"There's a Lull in My Life,"* in *THIRD* place on "Your Hit Parade."

("THERE'S A LULL IN MY LIFE"—CLARK AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("TOO MARVELOUS FOR WORDS"—NORMAN AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Coming up—Dick Whiting's triumphant hit from the picture "Ready Willing and Able" . . . it's *EIGHTH* on Your Hit Parade this week . . . Number *EIGHT* . . . *"Too Marvelous for Words."*

(MUSIC SWELLS AND FINISHES)
(GUEST APPEARANCE . . . LESLIE HOWARD from HOLLYWOOD)

N. Y. ANNOUNCER: In all the long list of stars of stage, screen, radio and opera who have expressed their preference for Luckies, there is no name more distinguished than that of the gentleman we are privileged to introduce to you this evening—Mr. Leslie Howard!

(APPLAUSE)

This brilliant English actor, noted for his portrayals in such outstanding productions as "Berkeley Square," "Petrified Forest," "Romeo and Juliet" and "Hamlet," will soon be seen in a vehicle of a different sort, Warner Brothers' hilarious farce, "It's Love I'm After." We take you now to California to hear Leslie Howard!

SWITCH: NEW YORK TO LOS ANGELES.

HOWARD: Hello there! (PAUSE) What are we going to talk about?

ANNOUNCER: We hoped you'd have some ideas on that subject, Mr. Howard.

HOWARD: Did you really? Well, let me see . . . when I was on the radio with Eddie Cantor I said something about three pairs of rubbers. It was a gag, and very funny, too. I wish I could remember the rest of it.

ANNOUNCER: That isn't exactly the type of material we use on Your Hit Parade, Mr. Howard.

HOWARD: You see, the whole point of the thing was that "three pairs of rubbers" wasn't the right answer at all. (LAUGHS) Very funny. If I could only remember what it was that Eddie said first . . .

ANNOUNCER: Suppose you tell us instead, how you came to be an actor, Mr. Howard.

HOWARD: How I came to be an actor? Well, I blame that on circumstances. When I was a young fellow in London just before the War, I was working in a bank, and running a dramatic club on the side. I suppose you'd call it a Little Theatre over here. I was tremendously interested in dramatics . . . but not in the acting end of it . . . in the writing and direction. However, every once in a while, when I couldn't find the right person to fill a role, I'd have to jump in and play the part myself, even though I'd be frightened half out of my wits. Then when the War came along I received a commission in the cavalry, and served three years. I was invalided out of service before the War ended, and since I'd been married while I was in the Army, I needed a job rather badly. There was a great demand for actors in London at that time . . . and, well, I've been an actor ever since, Heaven help me.

ANNOUNCER: You aren't trying to suggest that you don't enjoy being an actor, Mr. Howard?

HOWARD: No, I suppose I do, really. It's been great fun most of the time. For example, my current picture . . .

ANNOUNCER: The title is "He Wouldn't Get Married," isn't it?

HOWARD: That was the title before we started. Now Warners have changed it to "It's Love I'm After."

ANNOUNCER: Didn't I hear that it's a comedy? That's rather a different sort of picture for you, Mr. Howard.

HOWARD: Farce would better describe it. And it *is* a change of pace for me. You see, I've been so very solemn recently, playing such roles as "Romeo" on the screen and "Hamlet" on the stage. In this I'm a bit gay, a jolly sort. The fellow is an actor and it's rather fun doing him. I used to be able to get laughs. It will be nice to see if I get them again.

ANNOUNCER: (AMAZED) You used to be a comedian?

HOWARD: Certainly. My first parts in America were comedies—"Her Cardboard Lover" and that sort of thing. But the memory of the public is very short. People forget so quickly. I've appeared in role after role where I've suffered and died. Even my friends have been affected by my professional solemnity. I've noticed them regarding me with amazement when I laugh.

ANNOUNCER: That's an interesting observation, Mr. Howard. Then an actor's roles do affect his private life?

HOWARD: They affect the opinions others hold of him. That's easy to understand. Naturally people think of an actor in terms of the characters he portrays rather than as the type of chap he really is. Of course, I am aware that many actors ofter vigorously declare to their press agents that "they live their parts." But, personally, I'm always suspicious of their ability when they stress this too strongly.

ANNOUNCER: I gather that you're not a believer in the realist school.

HOWARD: I don't understand the term as applied to acting. If there were complete realism in the theatre, it would cease to be the theatre. For example, an actor is called upon by his part to fall down dead on the stage. Now no one can expect an actor to know how it feels to be dead. All he can do is to close eyes and lie still, hoping a fly will not land on his nose and make him sneeze.

ANNOUNCER: Let's go back to the subject of the film comedy you are now playing, Mr. Howard. You said that your friends had much to do with your decision to play this farce.

HOWARD: Yes, I think the one who had most to do with it is my daughter Leslie. I began to notice that she was evincing a marked lack of interest in my work. She didn't care much about seeing pictures I appeared in. Finally I said to her, "Look here, have you gone off me?" Her reply brought me up short. She said, "I don't care to see you die again." I got to thinking that there's a lot in that. Children are very keen. They lead the popular vote in what people like. Here am I regarded as a solemn tragic fellow. It was time I changed.

ANNOUNCER: This daughter of yours sounds like an unusual child. Did you say her name is Leslie—the same as yours?

HOWARD: Yes, the same. You see, it's an old family name. She's a very positive individual. I'll never forget the first time she came to visit me in a motion picture studio. She walked in unannounced as we were rehearsing a love scene. She watched for only a moment. Then she uttered her now famous comment, "Amazing business," she said. And turning on her heel, walked out. It was years before we could get her to come near a studio again.

ANNOUNCER: You have a son, too, haven't you, Mr. Howard?

HOWARD: Yes indeed. Ronald is still in school in England. He's cramming for examinations since he was ploughed in math. From his letters to the Indispensable, he's a bit lonesome.

ANNOUNCER: You're using some English slang that needs explaining, Mr. Howard. I understand the cramming means studying hard, and I gather that ploughed might mean that Ronald didn't pass in mathematics. But I'm puzzled about the Indispensable.

HOWARD: Sorry. I should have said Mrs. Howard. The Indispensable is our nickname for her. We all have nicknames, you know, in our family. Leslie is "Doodie," Ronald is "Winkie," and Mrs. Howard is simply The Indispensable.

ANNOUNCER: For reasons, of course.

HOWARD: Of course, I could spend hours giving you good and valid reasons and not cover half the ground. She sees to our comfort, keeps us fit and happy. And by the way, it should interest you to know that one of her functions as the Indispensable is to make sure that I have plenty of Luckies on hand at all times. She buys them, several cartons at a time, and puts them everywhere in the house. It's just a part of her astounding efficiency.

ANNOUNCER: Very good, Mr. Howard. And now since you've mentioned Luckies, will you tell us exactly what you think about them?

HOWARD: You really want to hear?

ANNOUNCER: Yes.

HOWARD: You're willing to chance it?

ANNOUNCER: Yes.

HOWARD: (LAUGHING): Well, you're running no risk at all, because frankly, I like Luckies very much indeed. You see, Luckies were one of the first friends I made in America, and like all good friends, they stood the test of time. It was really a revelation to me to learn that there was a cigarette I could enjoy completely, without risking throat irritation. You see, working the way I do, on everything from Shakespearian tragedy to radio comedy—by the way, did I mention the gag I pulled about the three pairs of rubbers?

ANNOUNCER: Yes, Mr. Howard, you did.

HOWARD: So I did. But at any rate, my work does demand a good deal of my vocal chords, and yet Luckies always keep on good terms with my throat. That's why I've taken to recommending them to my friends, too. For it seems only simple logic to me that a cigarette that is safe for a person who places an unusual strain on his throat, should be safe for anyone.

ANNOUNCER: Well, thank you, Les Howard. We have enjoyed your informal visit with us this evening. This is "Your Hit Parade" any time you wish to call again.

HOWARD: If you'll allow me to come again, I promise to remember the rest of that gag about the three pairs of rubbers. It was really excruciating. Good night, ladies and gentlemen.

REVERSAL: LOS ANGELES TO NEW YORK.

(INSIDE SIGNATURE—"THIS IS MY LUCKY DAY")

ANNOUNCER: After a brief interlude for station identification YOUR HIT PARADE will continue . . .

STATION BREAK

("LUCKY DAY" SWELLS AND FINISHES—. . .)

ANNOUNCER: On with YOUR HIT PARADE with Mark Warnow and the Lucky Strike Orchestra . . . the favorite music of this week, obtained by a careful check of the most popular tunes in all America—a complete picture of America's favorite tunes today.

("LET'S CALL THE WHOLE THING OFF"—NORMAN AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now Mark Warnow directs the Lucky Strike Orchestra in this week's Number *TEN* . . . one of the gay and nimble tunes from George Gershwin's score for the new Astaire-Rogers picture "Shall We Dance?" . . . Number *TEN* . . . "Let's Call the Whole Thing Off."

(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("WHERE ARE YOU?"—QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with the tune that's in *FIFTH* place this week . . . Number *FIVE* . . . *"Where Are You?"*

(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("GREAT DAY," "THREE LITTLE WORDS," "HALLELUJAH"—ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Triple! A Mark Warnow medley of three special selections, played by the Lucky Strike Orchestra . . . "Great Day" from the show of the same name, "Three Little Words," and "Hallelujah" from "Hit the Deck."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL No. 2

(FANFARE—. . .)

ANNOUNCER: Number *ONE!* The top tune—ace high in all America's favor this week . . . "Carelessly."

("CARELESSLY"—CLARK AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("BOO HOO"—NORMAN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the melody you place *FOURTH* this week—Number *FOUR* . . . *"Boo Hoo."*

(MUSIC SWELLS AND FINISHES)
(SEGUE TO)

("THIS IS MY LUCKY DAY"—ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And that's YOUR HIT PARADE . . . the most popular tunes in America this week, played by Mark Warnow and the Lucky Strike Orchestra. Next Saturday night YOUR HIT PARADE will be heard over another station. Al Goodman and the Lucky Strike Orchestra will play your favorite music and as our guest of the evening, we will present the distinguished contralto of the Metropolitan Opera, Miss Bruna Castagna. And remember, each weekday except Saturday, Lucky Strike presents YOUR NEWS PARADE—an up-to-the-minute radio news service delivered by one of America's ace newsmen, Edwin C. Hill. Tune in tomorrow morning and hear Mr. Hill's colorful picturization of timely news events from every section of the globe.

(CLOSING SIGNATURE—"HAPPY DAYS ARE HERE AGAIN")

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

TALENT EXPENDITURES

Talent costs, network and spot, have steadily increased in relation to the total advertising budget during the past six years. In 1930, talent expenditures averaged about 30% of the total radio budget. Current figures are given in the accompanying table. This list has been selected from a larger list which was collected via the questionnaire method.

Sponsor	Evening Network Talent	Spot Talent
Buick	41%	none
Colgate-Palmolive-Peet	40%	½%
Drug Trade Products	none	20%
Fels & Co	50%	25%
First National Stores	30%	none
F. W. Fitch	11-12%	none
General Baking	43.6%	10%
General Motors (institutional)	40%	none
Health Products	40-50%	none
H. J. Heinz	50%	none
Jarman Shoe	19%	none
S. C. Johnson	50%	50%
Larus & Bro. (Edgeworth)	none	25%
Real Silk	35-40%	none
Stewart-Warner	25%	none
Tillamook Creamery Assn	none	20%
Union Oil of California	50%	none
Walker-Gordon Laboratory	60%	none
AVERAGE*	40%	25%

*** These averages bear out other research periodically made by agencies within the past few months on the same subject. The percentages represent the talent budget in relation to the *total* radio budget.**

HOLLYWOOD-ORIGINATED PROGRAMS

From June 1, 1936 to June 1, 1937 approximately 35 network programs originated at some time or other from Hollywood. This figure is exclusive of the many single-time programs also derived from the film capital as novelties or special "stunts."

Hollywood-originated programs are a phenomenon closely allied with the rise of the guest artist, and the flux of film players in and out of radio. Although such programs are in the vast minority, when entire network schedules are totalled, they do represent a potent factor in programming due to the fact that many of them have been accorded lavish production, time and talent expenditures.

Data included in the listings: Name of sponsor; sponsor's product, where identification is necessary; agency (in italics); air time of program; title of program, and, where possible, the dates of Hollywood origination. All time is Eastern Time.

CBS COMMERCIALS

AMERICAN TOBACCO
(Lucky Strike)
(Lord & Thomas)
(Saturday—10 p.m.)
"Your Hit Parade"
Note: Program does not originate from Hollywood, but on occasion testimonials from name players are cut in from the film colony.

CAMPBELL SOUP CO.
(F. Wallis Armstrong)
(Friday—9 p.m.)
"Hollywood Hotel"
"Burns and Allen" (until April)
"Ken Murray and Oswald" (Wednesday, 8:30 p.m.)

CHEVROLET MOTOR CO.
(Campbell-Ewald)
(Sunday—6:30 p.m.)
"Chevrolet Program with Rubinoff"

COLGATE-PALMOLIVE-PEET
(Benton & Bowles)
(Program no longer running)
"Goose Creek Parson"

R. B. DAVIS CO.
(Ruthrauff & Ryan)
(Sunday—6 p.m.)
"Joe Penner"

GILLETTE SAFETY RAZOR
(Ruthrauff & Ryan)
(Sunday—10 p.m.)
"Original Gillette Community Sing"

LEVER BROS.
(Lux Soap)
(J. Walter Thompson)
(Monday—9 p.m.)
"Lux Radio Theatre"

LEVER BROS.
(Rinso, Lifebuoy)
(Ruthrauff & Ryan)
(Tuesday—8:30 p.m.)
"Al Jolson"

NASH-KELVINATOR
(Nash Motors)
(J. Walter Thompson)
(Saturday—9 p.m.)
"Nash Speedshow"

NATIONAL BISCUIT CO.
(McCann-Erickson)
(Sunday—8 p.m.)
"1937 Editon of Twin Stars"

NATIONAL ICE ADVERTISING
(Donahue & Coe)
(Program not running since June 21, 1936)
"Parties at Pickfair"

R. J. REYNOLDS
(Camel Cigarettes)
(William C. Esty Co.)
(Tuesday—9:30 p.m.)
"Jack Oakie's College"
(Also predecessor show "Camel Caravan" with Rupert Hughes)

TEXAS CO.
(Hanff-Metzger)
(Sunday—8:30 p.m.)
"Texaco Fire Chief" with Eddie Cantor

VICK CHEMICAL CO.
(Morse International)
(Program no longer running)
"Vick's Open House" with Nelson Eddy

MUTUAL COMMERCIALS

SKOL
(Peck Advertising)
(Tuesday—12:15 p.m.)
"Hollywood Sunshine Girls"

GOSPEL BROADCASTING ASSN.
(Placed Direct)
(Sunday—11 p.m.)
"Reverend Charles E. Fuller"

NBC COMMERCIALS

AMERICAN CAN
(Fuller & Smith & Ross)
(Tues.—9 p.m.—Blue)
"Ben Bernie and All the Lads"
June 2, 1936, to July 14, 1936
Dec. 22, 1936, to March 16, 1937

AMERICAN TOBACCO
(Lucky Strike)
(Lord & Thomas)
(Wed.—10 p.m.—Red)
"Your Hit Parade"
From Hollywood at various times after Feb. 17, 1937
Note: Entire program itself does not originate from Hollywood, but on occasion testimonials from name players are cut in from the film colony.

CAMPANA SALES
(Aubrey, Moore & Wallace)
(Fri.—10 p.m.—Red)
"First Nighter"

GENERAL FOODS
(Jello)
(Young & Rubicam)
(Sun.—7 p.m.—Red)
"Jack Benny"
June 7, 1936, to June 21, 1936
Oct. 4, 1936, to Feb. 28, 1937
March 28, 1937, and thereafter

GENERAL FOODS
(Grape Nuts)
(Young & Rubicam)
(Mon.—8 p.m.—Red)
"Burns & Allen"
April 12, 1937, and thereafter

GENERAL FOODS
(Maxwell House)
(Benton & Bowles)
(Thurs.—9 p.m.—Red)
"Showboat"
March 4, 1937, only
Note: After July 1, 1937, this program originates from Hollywood continuously.

HORLICK'S MALTED MILK
(Lord & Thomas)
(M.-F.—7:30 p.m.—Blue)
Jan. 19, 1937, and thereafter

JERGENS-WOODBURY
(Lennen & Mitchell)
(Sun.—9 p.m.—Blue)
"Walter Winchell"
June 7, 1936, to June 28, 1936
Dec. 20, 1936, to March 14, 1937

KRAFT-PHENIX
(J. Walter Thompson)
(Thurs.—10 p.m.—Red)
"Kraft Music Hall"

LUDEN'S
(J. M. Mathes)
(Program currently not running)
"Jimmy Fidler"
Nov. 10, 1936, to March 2, 1937

NATIONAL BISCUIT CO.
(McCann-Erickson)
(Program currently not running)
"Twin Stars"
Oct. 2, 1936, to March 26, 1937

OLDS MOTOR WORKS
(D. P. Brother & Co.)
(Sat.—10:30 p.m.—Red)
"Paducah Plantation"
Oct. 17, 1936, and thereafter

PACKARD MOTOR
(Young & Rubicam)
(Tues.—9:30 p.m.—Red)
"Fred Astaire"
Sept. 8, 1936, and thereafter

PEPSODENT
(Lord & Thomas)
(M.-F.—7 p.m.—Red)
"Amos 'n' Andy"
June 8, 1936, to Oct. 5, 1936
Dec. 31, 1936, and thereafter

PROCTER & GAMBLE
(Drene)
(H. W. Kastor & Sons)
(Tues.—10:30 p.m.—Red)
"Jimmy Fidler"
March 16, 1937, and thereafter

RALSTON-PURINA
(Gardner Advertising)
(Sun.—5 p.m.—Red)
"Marion Talley"

SHELL PETROLEUM
(J. Walter Thompson)
(Sat.—9:30 p.m.—Red)
"Shell Chateau"
June 6, 1936, to Dec. 26, 1936

STANDARD BRANDS
(Chase & Sanborn)
(J. Walter Thompson)
(Sun.—8 p.m.—Red)
"Do You Want to Be an Actor?"
"Chase & Sanborn Program"
Dec. 20, 1936, to end of run.

Deposited:

$624,000

For sheer persuasiveness, those six figures beat any argument the most eloquent salesman can make. The $624,000 is what advertisers are paying WOR annually to sponsor Transradio news.

New York, the world's greatest market, is smart, shrewd, bold, discriminating. It counts but one thing—results. WOR knows how to produce results. Since the day it began with Transradio, WOR has broadcast the most commercially sucessful news programs in the country. Today it has more sponsored Transradio periods than ever before — and the first sponsor is still sponsoring !

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TRANSRADIO PRESS SERVICE

RADIO NEWS SERVICES

Press associations and other sources supplying news for radio broadcast are listed herewith with full particulars.

CHRISTIAN SCIENCE MONITOR, 1 Norway St., Boston, Mass. *Phone:* Commonwealth 4330. *Executives:* Volney D. Hurd, director of broadcasting. *Services:* The Monitor Views the News, supplied to U. S. and foreign radio stations, free of charge.

INTERNATIONAL NEWS SERVICE—UNIVERSAL SERVICE, 235 East 45th St., New York, N. Y. *Phone:* Murray Hill 2-0131. *Executives:* Joseph V. Connolly, president; Barry Faris, INS News Editor; T. L. Christie, Universal News Editor. *Branch offices:* Bureaus and staff correspondents are maintained in all principal cities of the U. S. and foreign countries. *Services:* In addition to the daily wire service to clients, the following daily supplementary printed news copy is delivered by mail: INS Fast Mail; Universal Exclusive Features; INS Sports Service; Universal Exclusive Sports Features; Radio News-Script.

PRESS-RADIO BUREAU, 551 Fifth Ave., New York, N. Y. *Phone:* Murray Hill 2-3280. *Executives:* James W. Barrett, editor. (Note: This service is maintained by the Publishers National Radio Committee.) *Services:* Daily news bulletin furnished stations.

TRANSRADIO PRESS SERVICE, INC., 342 Madison Ave., New York, N. Y. *Phone:* Murray Hill 2-4050; 4053; 4054. *Executives:* Herbert Moore, president; W. G. Quisenberry, vice-president, general news manager; Dixon Stewart, vice-president; John T. Parkerson, secretary; Alma Chesnut, editor of women's news. *Branch offices:* Bureaus in Chicago, San Francisco, Washington, D. C., Atlanta, Boston, Detroit, New Orleans, Seattle, Los Angeles, Baltimore, Minneapolis, Austin, Tulsa, Denver; staff correspondents are also maintained in the principal cities of the U. S. and foreign countries. *Services:* Flash and bulletin news supplied clients 18-hours-a-day, every day; Western Union Sports Service, supplying sports results; Overnight Airmail Service, supplying feature matter to supplement spot news by radio and wire.

UNITED PRESS ASSOCIATIONS, News Building, 220 East 42nd St., New York, N. Y. *Phone:* Murray Hill 2-0400. *Executives:* Hugh Baillie, president; Webb Artz, editor. *Branch offices:* Bureaus and staff correspondents are maintained in the principal cities of the U. S. and foreign countries. *Services:* Daily news service; Feature Service (including sports); Baseball Service, inning-by-inning; Weekly Feature Service; all services are by special wire.

VAN CRONKHITE ASSOCIATES, INC., 360 North Michigan Ave., Chicago, Ill. *Phone:* State 6088. *Executives:* John Van Cronkhite, president; Harry Martin, secretary-treasurer. *Services:* Counsellor service on news for radio; radio news feature scripts on a syndicated basis; foreign language news service; foreign language scripts. (Note: The firm of Van Cronkhite Associates has recently amalgamated the firm of Roesler & Howard, Inc., representatives of radio stations selling time for foreign language programs.)

TRANSCRIPTION PRODUCERS (M.P.P.A.)

Descriptively included in the list below are *only* such firms as belong to the "MPPA." This body, the Music Publishers Protective Association, represents a licensing group giving permissions for mechanical rights to music within its domain.

Aside from the transcription producers listed herewith, there is a multitude of other firms engaged in a similar business.

In omitting a listing of this multitude, the VARIETY RADIO DIRECTORY intends no slight or lack of recognition. But again here the problem is one of listing all or none. And, inasmuch as many of the excluded multitude are either so new, so specialized, or so limited in their efforts, that the listing would become hopelessly tangled in purpose



HEADQUARTERS

for Selective Broadcasting

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- The largest and only complete transcription library service, broadcast over leading stations in every important market.
- A centralized service organization working in close cooperation with advertising agencies and radio stations.

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WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

and even in mere terminology, it was decided arbitrarily to limit this listing to MPPA members.

ASSOCIATED MUSIC PUBLISHERS, INC., 25 West 45th Street, New York, N. Y. *Phone:* Bryant 9-0847. *Executives:* M. E. Tompkins, president; Loren Watson, sales manager. *Type of transcriptions manufactured:* None, although licensed by ERPI to manufacture Western Electric wide-range recordings. *Library service:* Two separate musical services maintained, all selections lateral cut—(1) Associated Recorded Program Service, containing 2,000 basic selections with 1½ hours of continuous playing time a week; (2) Associated Library A, containing 900 selections with 1 hour continuous playing time a week.

COLUMBIA TRANSCRIPTION SERVICE (Division of American Record Corp.), 1776 Broadway, New York, N. Y. *Phone:* Circle 7-6224. *Executives:* William G. Monroe, officer in charge. *Branch offices:* 952 N. Michigan Blvd., Chicago; Girard D. Ellis, manager. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table; processing and pressings for independent recorders. *Library service:* None.

DECCA RECORDS, INC., 50 West 57th Street, New York, N. Y. *Phone:* Columbus 5-5662. *Executives:* C. D. MacKinnon, manager of transcription division. *Branch offices:* 666 Lake Shore Drive, Chicago; Sellman C. Schulz, manager. *Type of transcriptions manufactured:* lateral cut, for regulation reproducing table. *Library service:* None.

GENNETT RECORDS (Division of Starr Piano Co.), Richmond, Ind. *Phone:* 1117. *Executives:* Lee A. Butt, manager. *Branch offices:* 729 Seventh Avenue, New York; Joseph J. Balentino, manager. 1344 S. Flower Street, Los Angeles; Harry Gennett, Jr. *Type of transcriptions manufactured:* Any type in 10, 12 and 16-inch sizes, either at 33⅓ or 78 RPM; Gennett Sound Effects and transcriptions for chapels and skating rinks are recorded on 10-inch records at 78 RPM. *Library service:* None. (Note: Starr Piano Co. of California, owned by the same interests, but operating as a separate corporation, also manufactures same type transcriptions.)

JEAN V. GROMBACH, INC., 113 West 57th Street, New York. *Phone:* Circle 7-6980. *Executives:* Capt. Jean V. Grombach, president; D. L. Provost, treasurer. *Affiliate companies:* Grombach Productions, Inc., same address; Capt. Grombach, president; D. L. Provost, treasurer. Advertisers' Recording Service, Inc., same address; Paul LaPorte, president; D. L. Provost, treasurer. *Type of transcriptions manufactured:* Jean V. Grombach, Inc., make both lateral and vertical cut, 33⅓ and 78 RPM; both studio recording and remote control from permanent lines; Advertisers' Service, Inc., make instantaneous recordings on acetate, lateral cut at 33⅓ and 78 RPM, off the air and off permanent lines maintained. *Library service:* None.

LANGLOIS & WENTWORTH, INC., 420 Madison Avenue, New York, N. Y. *Phone:* Eldorado 5-1620. *Executives:* C. O. Langlois, president; R. C. Wentworth, secretary-treasurer; John Holbrook, production; Gene Stafford, copy chief; Gladys Malvern, women's copy; W. O'Keefe, casting director. *Type of transcriptions manufactured:* Build programs for clients; record syndicated material for advertisers, newspapers. *Library Service:* Lang-Worth Feature Programs, Inc., a musical library.

C. P. MAC GREGOR (formerly MacGregor & Sollie, Inc.), 729 S. Western Avenue, Hollywood, Calif. *Phone:* Fitzroy 4191. *Executives:* C. P. MacGregor, president; Paul Quan, treasurer; Amos T. Baron, sales manager. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table. *Library service:* Two separate services maintained—(1) a musical library consisting of 500 basic selections, plus 40 new selections a month, 48 strips of continuity a week, and merchandising helps; (2) a dramatic library consisting of 24 quarter-hour programs a week, plus merchandising helps.

MID-WEST RECORDINGS, INC., 24 South 7th Street, Minneapolis, Minn. *Phones:* Atlantic 4461. *Executives:* Harold D. Field, president; F. W. Ferrin, vice-president; D. E. Field, treasurer; L. M. Knopp, general manager. *Type of trans-*



NBC RECORDED PROGRAM SERVICE

offering complete facilities for the creation, casting, production, and recording of programs for

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criptions manufactured: Lateral cut at 33⅓ or 78 RPM, for regulation reproducing table. *Library service:* None.

NATIONAL BROADCASING COMPANY, INC., RCA Building, Radio City, New York, N. Y. *Phone:* Circle 7-8300. *Executives:* C. Lloyd Egner, manager; Frank E. Chizzini, assistant manager. *Branch offices:* Merchandise Mart, Chicago; Maurice Wetzel, manager. *Type of transcription manufactured:* NBC Thesaurus Service, syndicated series, reference recordings; all lateral cut, for any standard make equipment. *Library service:* NBC Thesaurus, with 1,800 basic selections, 52 monthly selections, 19½ hours of continuity a week, plus sales promotion material.

RCA MANUFACTURING COMPANY, INC., 155 East 24th Street, New York, N. Y. *Phone:* Bogardus 4-6200. *Executives:* Frank B. Walker, manager of activities throughout the country and in charge of recording studios in New York. *Branch offices:* 1143 Merchandise Mart, Chicago; Edwin G. Foreman, Jr., manager. 1016 North Sycamore Avenue, Hollywood; W. Arthur Rush, manager. *Type of transcriptions manufactured:* Vertical or lateral cut, the latter for regulation reproducing table. *Library service:* None, as such, but act as recorders and manufacturers for NBC Thesaurus, Standard Radio, Inc., and Lang-Worth libraries.

RADIO RECORDERS, INC., 932 N. Western Avenue, Hollywood, Calif. *Phone:* Hollywood 3917. *Executives:* Lou R. Winston, president. *Type of transcription manufactured:* Lateral cut, for regulation reproducing table. *Library service:* Consists of 28 feature shows.

RADIO TRANSCRIPTION CO. OF AMERICA, LTD., 1509 N. Vine Street, Hollywood, Calif. *Phone:* Hollywood 3545. *Executives:* Charles C. Pyle, officer in charge; Lindsay MacHarrie, production manager; Clyde L. Wood, station relations manager; Stuart MacHarrie, H. C. Webber, George Field, J. M. Leaverton, field managers. *Branch officers:* 666 Lake Shore Drive, Chicago; J. M. Hayes, sales manager; Esther L. Donnan, office manager. *Type of transcriptions manufactured:* Quarter-hour programs. *Library service:* None.

STANDARD RADIO, 6404 Hollywood Blvd., Hollywood, Calif. *Phone:* Granite 0555. *Executives:* Gerald King, general and production manager. *Branch offices:* 180 North Michigan Ave., Chicago; M. M. Blink, general and sales manager. *Type of transcriptions manufactured:* Lateral cut, made by RCA Mfg. Co.; 12 and 16-inch records at 33⅓ RPM, sound effects at 78 RPM. *Library service:* Standard Program Library Service, for domestic and foreign stations.

TITAN PRODUCTION COMPANY, INC., 1040 Geary Street, San Francisco, Calif. *Phone:* Ordway 3671. *Branch offices:* New York, Chicago, Los Angeles, Kansas City. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table; acetate direct recordings. *Library service:* Program service, consisting of public domain numbers only.

WORLD BROADCASTING SYSTEM, 711 Fifth Avenue, New York, N. Y. *Phone:* Wickersham 2-2100. *Executives:* P. L. Deutsch, manager: *Branch offices:* 301 E. Erie St., Chicago; A. J. Kendrick, manager. Wardman Park Hotel, Washington, D. C.; H. A. LaFount, manager. 555 South Flower St., Los Angeles; Pat Campbell, manager. 1050 Howard St., San Francisco; C. C. Langevin, manager. Mortgage Guarantee Bldg., Atlanta; John Pitts, manager. *Type of transcriptions manufactured:* Vertical and lateral cut at 33⅓ RPM. *Library service:* World Program Service, with 2,000 musical selections recorded by the vertical method; special Wide Range reproducing equipment installed by World at each station subscribing to service.

51,000 Programs a Year!

•

That's How NBC Serves America's Radio Families

These programs make up a complete schedule of all-star-studded entertainment, news of the minute, and informative educational features. Their total time comprised no less than 12,810 hours, for the year 1936. Nor does this include all the network program production time, for hours and programs vary in the different zones.

The overall minimum daily average for each of the NBC Networks is 17½ hours. Together, this means 35 hours a day devoted to giving 24,500,000 radio families the greatest number of the most popular programs—free for the tuning!

Through its outstanding programs, then, backed by its resources and its close affiliation with RCA, NBC has built—and continues to build on its Blue and Red Networks—the largest and most enthusiastic audiences ever known for advertisers.

NATIONAL BROADCASTING COMPANY

NBC

A Radio Corporation of America Service

PROGRAM TITLES

12,000 NAMES OF PROGRAM SERIES

Compiled Under the Supervision of
ELLEN L. DAVIS
VARIETY RADIO DIRECTORY STAFF

In this list are as many original program titles as could be gathered from the existing records of individual stations, networks, regional networks, and transcription producers. This record is intended to be as complete as possible back to radio's earliest days. That many program titles are omitted is, of course, another sign of the radio industry's tumultuous growth—a growth in which preoccupation with sheer activity outweighed preoccupation for keeping perfect records.

By "program titles" are meant the designations via which program series are, or were, known (as distinct from individual "single-shot" programs). And in presenting them, the object is two-fold:

(1) To create a reference list which may aid in avoiding over-frequent duplication—and hence, confusion—in program titles. And (2) to give an index of program types, insofar as types can be identified from program names alone.

Symbols in parentheses following the actual titles represent the user, or users, of that title at some time or other. This use may have been sustaining, or it may have been commercial.

Ordinarily it is assumed that the symbols are station call letters. In the following instances, however, special symbols are employed:

CBS: Columbia Broadcasting System. **IBS:** Iowa Broadcasting System. **MacG:** C. P. MacGregor (transcriptions). **MWR:** Mid-West Recordings, Inc. **NBC:** National Broadcasting Co. **NCBS:** Northern California Broadcasting System. **RRI:** Radio Recorders, Inc. **SR:** Standard Radio. **TH:** NBC Thesaurus. **TPC:** Titan Production Co., Inc. **UP:** United Press. **JVG:** Jean V. Grombach. **NYBS:** New York Broadcasting System.

In using this list, the following caution should be kept in mind as regards indexing: when a program title begins with the name of a radio artist, it is filed under that artist's first name **(not last name)**. Thus "Andy & Virginia Mansfield," to cite an example, is filed under "A" and not under "M." This departure from ordinary indexing methods was observed here due to the familiarity—and importance—of artists' given names.

A

A & P Gypsies (NBC)
A & P Minute Parade (WHB)
A & S Choral Society (NBC)
ABC of NBC, The (NBC)
ABC Revue (KMBC)
Aberdeen Civic Association Program (KABR)
Abie and Sandy (CKY)
Abner Pinfeathers (KGFF)
About Town (WAAT)
About Town Program (WCOL)
Abram Chasins—Piano Pictures (CBS)
Abreast of the Times (WMCA)
Academy of Medicine (WLW)
Accordiana (KGO-KPO, KFXJ)
Accordion Capers (KROC)
Aces of the Air (WIL)
Aces Up (WHN)
Acrobatic Songsters, The (WDAY)
Across the Breakfast Table (KMBC)
Across the Music Counter (KGO-KPO)
Acts and Actors (WBZ-A)
Acts from Broadway Plays (NBC)
Adam and Eve (KOA)
Adams Goodwill Hour (WADC)
Ad Lib Club (WDNC)
Ad-Liner (WDRC)
Ad-Liner, The (WDRC)
Ad Shop (WGY)
Adhesive Pontoon (MacG)
Adohr Opera, The (KFI, KECA)
Adolph and Denny (KGCX)
Adrian Hour, The (KFIZ)
Adult Amateur Programs (WTNJ)
Adult Education Series (NBC)
Adventure Club (KMBC)
Adventure of Santos Vegas (WMCA)
Adventures, The (CBS)
Adventures & Discoveries In Literature (NBC)
Adventures in Health (NBC)
Adventures in Philanthropy (NBC)
Adventures in Verse (KLZ)
Adventures in Words (CBS)
Adventures of Captain Diamond (NBC)
Adventures of Colonel Powell at the Back of Beyond (CBS)
Adventures of Dick & Sam, The (NBC)
Adventures of Don Quick (CBS)
Adventures of Great Merchants (WCAE)
Adventures of Helen and Mary (CBS)
Adventures of Jimmie Baxter (WTMJ)
Adventures of Little Gwendolyn (WCSC)
Adventures of Polly Preston (NBC)
Adventures of Scoutland (WTMJ)
Adventures of Sherlock Holmes (NBC)
Adventures of Tom Sawyer (KHJ)
Adventures of Tony & Gus (NBC)
Adventures with Major Campbell (WPHR)
Advertising Pays (WLW)
Aeroplane, The (WWL)
Aesop's Fables (KGO-KPO)
Affairs of the Hemingways (WNAC, WINS)
African Tales (KFOR)
After Breakfast Club (WTMV)
Afterglow (WTAM)
Afternoon Concert (KGO-KPO)
Afternoon Floor Show (KNEL)
Afternoon Musicale (WJAY, WBZ-A)
Afternoon News, Jack Ingersoll (WINS)
Afternoon News (WJAG)
Afternoon Recess (CBS)
Afternoon Review (WSAU)
Afternoon Shopper (WCAM)
Afternoon Show, The (WTCN)
Afternoon Varieties (WOAI, WDRC)
Afternoon's Biggest News Story (KICA)
Agony Column of the Air (WFIL)
Agricultural Bulletin (KGO-KPO)
Agricultural Extension Service (WOI)
Agriculture in the News (WWL)
Agriculture—Then and Now (WHA)
Agriculture Today (KGO-KPO)
Ah Ha Club (WOAI)
Ahoo & Wahoo, the Medicine Men (WALA)
Air Adventures of Jimmy Allen (KGO-KPO, WBS)
Air Burlesque (KXBY)
Air Cadets, The (WDAE)
Air Circus, The (KGVO)
Air Finds (WHN)
Air Gliders (KMOX)
Air Hostess (KMPC)
Air Is Yours, The (WHO)
Air Lane Reveries (KABC)
Air Lanes to Home Making (WHA)
Air-O-Model Club (WWSW)
Air Raiders (KMPC)
Air-Scoops with Elinor Smith (NBC)
Air Shopping (KOIN)
Air Show Time (KONO)
Air Theatre, The WFAS (WFAS)
Air Wave Theatre (KDKA)
Airwave Airplanes (WTMV)
Airway News (WKZO)
Airbreaks (CFRN)
Aircyclopedia (NBC)
Airy Fairy Singer, The (CBS)
A La Carte (KGO-KPO)
Al and Dutch (WKY)
Al and Pete (NBC)
Al Crocker and Eddy Sharratt (WDAF)
Al Dutton & Piano Capers (KGCU)
Al Eldridge (CRS)
Al Jolson (NBC)
Al Pearce and His Gang (KGO-KPO)
Al Warden's Sports Round-Up (KLO)
Al White Presents (WDRC)
Alabama Boys, The (KGFF)
Alabama Radio Minstrels (WGY)
Alabama Trio (WMCA)
Aladdin and His Lamp (WHO)

Aladdin Family (KMBC)
Alamo, The (NBC)
Alamo Bank Quartet (WOAI)
Alan Werner (WLW)
Alarm Clock (KWTN)
Alarm Clock Frolic (WPTF)
Alarm Clock Program (KFJB)
Alarm Clock Revue (WBRC)
Alarmclock Serenade (WICC)
Albany at the World (WOKO)
Albany on Parade (WGY)
Album of Dreams (CJOC)
Album of Familiar Music (KBIX)
Album of Life (RRI, WIND)
Album of Old Family Music (NBC)
Album of Song (WSAU)
Ali Baba's Knights (WHBQ)
Alias Edward Tailor (NBC)
Alice in Orchestralia (NBC)
Alice in Wonderland (NBC)
Alfred Gus Karger (WLW)
All Aboard for Shoppers Special (KFVS)
All About You (CBS)
All American Football Show (CBS)
All American Hawaiians (WKY)
All-American Sports Review (WCLO)
All Around the Town (CBS)
All Church Hour (KGNC)
All Concordia Hour (KFUO)
All Hands on Deck (KMOX)
All Nighter, The (KRE)
All Request (WGRC)
All Request Hour (KVOL, KGDE)
All Southwest Community Hymn Sing (KGNO)
All Star Roundup (WBS)
All Stringers, The (WSBT-WFAM)
All Westchester Interscholastic Football Round-up (WFAS)
Allen Family (WSYB)
Allen Trio (NBC)
Alma Hispana (KDB)
Alma White College Band (WAWZ)
Alma White College Chapel Exercises (WAWZ)
Alma White College Chorus (WAWZ)
Alma White College Instrumental Ensemble (WAWZ)
Alma White College Literary Programs (WAWZ)
Alma White College Orchestra (WAWZ)
Almanac of the Air (CHSJ, MWR)
Almond Club, The (KOY)
A-Loaf Bakers Present Judy and Frank (KOB)
Aloha Land (KIUP)
Aloha Sunset Land (CKCD)
Along Dance Avenue (WCOP)
Along Rialto Row (CBS)
Along Sweet Music Avenue (KANS)
Along the Sidelines (WRUF)
Along the Volga (CHAB)
Alpine Apartments (WOKO)
Amateur Announcers (WABI)
Amateur Announcers' Contest (KANS)
Amateur Announcer's Hour, The WLVA (WLVA)
Amateur Cooking School of the Air (NBC)
Amateur Dramatic Hour (WNEW)
Amateur Gardener, The (KLZ)
Amateur Hour (WCAO)
Amateur Hour from Fox Brooklyn Theatre (WMCA)
Amateur Hour, The WFLA (WFLA)
Amateur Night, The KDLR (KDLR)
Amateur Night in Harlem (WMCA)
Amateur Night on Beale Street (WNBR)
Amateur Review (WCPO)
Amateur Script Writers Hour (WBNX)
Amateur Song Writers' Hour (WBNX)
Amateur Songwriter's Opportunity Contest (WMCA)
Amateur Variety Hour (CKCH)
Amati Concert Trio (WBTM)
Ambassador Coconut Grove (KFI)
Ambassador of Knowledge, The (WCPO)
Ambassador of Song (KFVS)
Ambassador of the Air (KMPC)
Ambassadors (CBS)
Ambassadors of Song (CJOC)
Ambitious Amateurs (CFAC)
America At Work (NBC)
America Dances (CBS)
America Dances Tonight (KONO)
America Goes Bowling (NBC)
America in Action (WTJS, KFRU)
America in Music (NBC)
America in Review (NBC)
America Speaks (WWJ)
America's Flag Abroad (WSM)
America's Grub Street Speaks (CBS)
America's Hour (CBS)
America's Little House (CBS)
America's Miracle Man (KGB)
America's Oldest Radio Singer (WENR)
America's Sweetheart (NBC)
American Adventure (NBC)
American Authors (WHA)
American Caravan (KFWB)
American Citizenship Series (NBC)
American Education Forum (NBC)
American Family Robinson, The (WCBD, WBS, KFIZ)
American Fellowship Program (KGO-KPO)
American Fireside, An (NBC)
American Golfer (NBC)
American Institutions (WBAA)
American Legion Program (KRKD)
American Life and Books (WHA)
American O'Pry House (WMCA)
American Pageant of Youth, The (NBC)
American Parade (KMPC)
American Pianists' Series (WQXR)
American Radiator Grand Opera (NBC)
American Salutes (WMCA)
American School of the Air (CBS)
American Singers, The (CBS)
American Trapshooters' Meet (WHIO)
American Trio (WGY)
Americana (WBS)
Americans Abroad (KMTR)
Among Neighbors (KABR)
Among Our Souvenirs (KDYL)
Among the Music Masters (WHBF)
Among Us Girls (WLLH)
Ancient Dance (CBS)
Ancient World Thru Modern Eyes, The (WHA)
And Others (KOY)
And So the World Goes On (CFCF)
Anderson First (WAIM)
Anderson Gospel Tabernacle (WHBU)
Andy & Virginia Mansfield (KHJ)

Angel Face (WWL)
Angelo Ferdinado & Orchestra (NBC)
Angelus, The (WMBD)
Angelus Singers (CJIC)
Angler of the Air (WNEW)
Animal News Club (NBC)
Ann Campbell Poetry (WXYZ)
Ann Leslie's Scrapbook (WISN)
Ann Warner's Chats (KGO-KPO)
Ann Worth, Housewife (WXYZ)
Announcers' Confessions (NBC)
Announcers' Court (WOL)
Announcers' Holiday (WRGA)
Announcer's Life Is Not a Happy One (CBS)
Announcers' Opportunity Contest (KUJ)
Announcer's Revel (WQAM)
Annual Christmas Party, The KGNF, (KGNF)
Annual Spelling Contest, The KGNF, (KGNF)
Annual Spring Dandelion Party, The KGNF (KGNF)
Anonymous Chef, The (WHDL)
Another Generation Speaks (KWSC)
Answer Man (KGO-KPO, WDAY, WAAF)
Answer Me This (NBC)
Anthony Frome, the Poet Prince (NBC)
Anti-Sleep Society (KGO-KPO)
Any Woman's Day (WHB)
Anyone Family, The (KMOX)
Anything Can Happen (TPC)
Aoelian Pastels (CRS)
Aeolian Singers (WBTM)
Aeolian Trio, The (WBBM)
Apartment Hunter, The (WTMV)
Apothecary, The (WBAA)
Appearances Count (WNAC)
Apple Creek News, The (WJSV)
Apple Crick (KFEQ)
Applied Psychology (WHA)
Appraisal of America, An (NBC)
Apron Strings (WFBM)
A-rafting on the Mississippi (WHBF)
A Recreo (KDKA)
Arabesque (CBS)
Arch Air Troubadours, The (WBA-A)
Archie's Morning Melodies (CKCL)
Arco Arcolian (WEBC)
Arco Birthday Party (NBC)
Are You Listening (WSB)
Argentine Trio (KGO-KPO)
Arion Trio (KGO-KPO)
Ariosa Vocal Trio (KYA)
Aristocrats (MacG, WTMJ, KFH)
Arizona Gloom Chasers (KOY)
Arizona Ranch Riders (WLW)
Arizona Sunrise Hour (KOY)
Arizona Sunshine Hour (KOY)
Arkansas Razorbacks (WKZO)
Arlene Jackson & Green Bros. (NBC)
Armchair Chats (WGY)
Arm Chair Driver (KDKA)
Armchair Melodies (KANS)
Armchair Playhouse (KFWB)
Arm Chair Traveler (WBS)
Armstrong Quakers (NBC)
Arnold's Dinner Club (WMCA)
Around the Bandstands (CKTB)
Around the Breakfast Table (WDBO)
Around the Breakfast Table with Henry Carey (KGNO)
Around the Clock with Good Morning Man (WATL)
Around the Cracker-Barrel (WHP, WCAE)
Around the Dinner Table (WTMJ)
Around the Festive Board (CBS)
Around the Globe (KFIO)
Around the Mikes (WHBB)
Around the Network (KGO-KPO)
Around the Samovar (CBS)
Around-the-Town (CFCF)
Around the Town (KMPC, WKY, WDAF, WJNO, KMOX, WDNC)
Around the Town with Ann Ginn (WTCN)
Around the Town with Camille Brown (WSFA)
Around the Town with Tom and Helen (KFVS)
Around the World Cooking School (CBS)
Around the World in Fifteen Minutes (WOV)
Around the World in New York (WMCA)
Around the World with Betty Ross (NBC)
Around the World with Boake Carter (WBS)
Around the World with Dr. Mecklenberg (WTCN)
Around the World with Libby (NBC)
Around Town (WQXR)
Arpeako Minstrels (WHAM)
Arrow Head Review (WFDF)
Arrow News Reporter (WCAO)
Art and Music (KGO-KPO)
Art Appreciation (NBC)
Art Club of the Air, The (WWSW)
Art Haines and His Ragtime Rascals (KGFF)
Art of Conversation (KNX)
Art of Living (WJJD)
Art Review (KGO-KPO)
Artists Recital (WQXR)
Artist's Revue (KONO)
Arzen Melody Time (KGO-KPO)
Artz Trio (WOAI)
As Others See You (WESG, KTUL)
As the Moments Fly (CFRC)
As the Nuts Have It (KGVO)
As Thousands Cheer (CBS)
As Woman to Woman (KGO-KPO)
As You Like It (KLO, WCMI, WRGA, WMSD)
Asher Sizemore and Little Jimmy (WCKY)
Ask Me Another (WMBD, KFUO, WHO)
Ask Mr. Jones (KYA)
Assembly Programs (WTNJ)
Associated Spotlight Revue (KGO-KPO)
Astronomer, The (KMPC)
At Close of Day (WGN)
At Eight Thirty (WCAE)
At Home and Abroad (WBZ-A)
At Home with Janet Wilson (WMCA)
At Home with Miss Van (WCBS)
At Home with Mrs. Chapman (KSL)
At Home with the Ladies (WROK)
At Home with the Masters (CBS)
At Home with the Mortons (WBNS)
At Our House (WSAY)
At the Baldwin (NBC)
At the Captain's Table (NBC)
At the Feet of the Master (KFUO)
At the Legislative Keyhole (KHJ)
At the Opera (KGO-KPO)
At the Organ Console (WRR)
At the Park (WDZ)
At the Piano (KGO-KPO)
At the Theatres (WSGN)
At Thirty (WAAT)
At Your Command (KIDO, KORE)

At Your Request (WHLB, WTJS)
Atlanta Forum of the Air (WSB)
Atwater Kent Radio Hour (NBC)
Aubade Ensemble (WAAT)
Auction Block, The KGHI (KGHI)
Auction Bridge Game (NBC)
Audience Decides, The (MacG)
Audience Speaks, The (WHK)
Audiografs (WWSW)
Audition Hour, The (WDRC)
Audition Hour, The WLBZ (WLBZ)
Auditions on the Air (WTMV)
Audition Time (WQAM)
Audrey Ann Dancing Class (WHJB)
Aunt Claire (CHRC)
Aunt Elizabeth, the Story Lady (KWKH)
Aunt Harriet's Family (WHBQ)
Aunt Jemima Songs (CBS)
Aunt Jenny's Real Life Stories (CBS)
Aunt Jimmie and Her Tottyville Tots (CBS)
Aunt Lulu's Adventures (NBC)
Aunt Martha and Mary (WELL)
Aunt Martha's Kiddies (WWRL)
Aunt Mary (WLW)
Aunt Sally (WOW)
Aunt Samanty and Uncle Si (WWBH)
Aunt Sammy (KDFN)
Aunt Sammy and Her Scrap Book (KOY)
Aunt Susan (WKY)
Aunt Susan Cooking School of the Air (WKY)
Aunt Zelena (CBS)
Austin Organ Recitals (WTIC)
Automobile Question Box (KRE)
Autumn Serenade (WAVE)
Avalon Boys (KGO-KPO)
Ave Maria Hour (WMCA)
Ave Maria Novena Services (WMCA)
Aviation Activities—Heroes of Aviation (CBS)
Awakening, The (WEVD)
Away Down South in Old Virginia (WRVA)

B

Babe Ruth's Boys Club (NBC)
Babes in Hollywood (NBC)
Babs and Betty (KFAB)
Baby Clinic of the Air (KFSO)
Baby Grand Opera (WSM)
Baby Jane in Fairyland (WSVA)
Baby Rose Marie (NBC)
Bachelor's Children (WGN)
Back Fence (CBS)
Back Home Hour (WRR, KROC, KRE)
Back Home Hour From Buffalo (CBS)
Back in the Book Corner (KDB)
Back of the News in Washington (NBC)
Back of the News of the World (NBC)
Back Seat Driver (KGO-KPO)
Back Stage at a Radio Station (WMCA)
Back Stage Chatter (KGO-KPO)
Back Stage in Radio (CBS)
Back Stage Interviews (WDOD)
Back Stage in Welfare (WMCA)
Back Stage Wife (NBC)
Back Stage with Dorothy Knapp (NBC)
Back Stage with John Pickard (KGO-KPO)
Back to Bible (KFUO)
Back to Business (WNEW)
Back to Good Times (KGO-KPO)
Back to Life (KWSC)
Back Yard Astronomer (CRS)
Back Yard Gossip (KSAC)
Backbone of the Nation (WBS)
Backgammon & Camelot (NBC)
Badger Radio Safety Club (WHA)
Bag and Baggage (WHY)
Baird's Big Eight (KIDO)
Baker University Birthday Parties (WDAF)
Bakers Broadcast (NBC)
Baldwin Book of Musical Notes (KDFN)
Balkan Mountain Men (NBC)
Ballad Hour (CBS)
Ballad Time (KLPM, KORE)
Balladeers (WHB)
Ballades and Romance (CHRC)
Balladettes (KGO-KPO)
Balladiers (KFXJ)
Ballet Music (KGO-KPO)
Ballroom Make Believe (KGVO)
Banco-Opera (WCCO)
Band Box, The (KDYL, WIND)
Band Goes to Town (NBC)
Band Parade (CJCS)
Band Revue (WRGA)
Band Shell, The (WRUF)
Bands Across the Sea (WHB)
Bandstand, The (KGB)
Band Wagon, The (WBBC)
Bandwagon, The (WWSW WCAU)
Banjokers (WESG)
Banjoleers (WGY)
Bank of a Thousand Melodies (NBC)
Bank with the Clock (WDEV)
Banner of Adventure (KPDN)
Bar B Q Ranch (WSIX)
Bar X Cowboys (KTRH)
Bar X Days and Nights (JVG)
Bar-X Ranch (NBC)
Barbara Dale Charm Matinee (KGO-KPO)
Barbara Gould (NBC)
Barbara Maurel—with New World Symphony (CBS)
Barbary Coast Nights (KGO-KPO)
Barbasol Quartet, The (WHAM)
Barber's Interviews (WSAI)
Barber's Sports Resume (WSAI)
Bard of Erin (CBS)
Bard of the Byways (KGO-KPO)

Bard of Paradise Valley, The (KGER)
Bargain Theatre of the Air (KABC)
Baritone Balladier (KGW-KEX)
Barnacle Bill (WMCA)
Barn Dance (NBC)
Barn Dance and Variety Show, The KTHS (KTHS)
Barn Dance, The WBZ (WBZ-A)
Barn Dance, The WDRC (WDRC)
Barn Dance, The WHDL (WHDL)
Barnstormers, The (KMPC)
Barnum Was Right (KGO-KPO)
Barnyard Frolics (WTMJ, KMOX)
Barnyard Serenade (WWVA)
Barnyard Symphony (WCCO)
Baron's Studio Party (WAAT)
Barrett Outfit, The (KOA)
Bar-rump (KOL)
Baseball Extra (WFDF)
Baseball Game Descriptions (WINS)
Baseball Hi-Lites (WOAI)
Baseball Hot Shots (KRE)
Baseball Resumes (NBC)
Baseball School of the Air (KIRO)
Baseball Thrillers (KIRO)
Basketball Highlights (WCBS)
Bass Notes (WESG)
Batchelors, The (WHB)
Bateeste Heemself (WBZ-A)
Bath Club, The (CBS)
Bathmat Revue (KGB)
Bats in the Belfry (KFSO)
Batter-Up (WXYZ)
Battle of Wits (WRJN)
Battle of Words, The (KWKH)
Battling with Bill (WMT)
Bay City Melodies (KVI)
Bayuk Stag Party (NBC)
Bazaar of the Air (KFH)
Be a Better Buyer (WCAE)
Be Beautiful (WDGY)
Be Beautiful at Breakfast (NBC)
Be Emily Posted (NBC)
Be Happy, Go Lucky (WHBQ)
Be of Good Cheer (KFUO)
Be Square Melody Masters (CBS)
Be Square Motor Club (CBS)
Beach Club (WLBZ)
Beachcomber (NBC)
Beachside Afternoon (WTMV)
Beale Jamboree (WNBR)
Beale Street Boys (CBS)
Beale Street Nights (NBC)
Beatrice Mabie (NBC)
Beau Bachelor (CBS)
Beau Brummel and the Coquettes (WCCO)
Beau Brummel of the Air (CBS)
Beau Brummels (WAAT)
Beauteous Ballads (NBC)
Beautiful Thoughts (NBC)
Beautiful Thoughts in Words and Sweet Music (WWL)
Beautiful Women of the Ages (KSL)
Beauty and Health (WBZ-A)
Beauty and You (WDGY)
Beauty Builders (CBS)
Beauty for Sale (WMCA)
Beauty in Words and Music (WJSV)
Beauty's Court (WHN)
Beauty That Endures (WOAI)
Beauvais Orchestra (CFLC)
Beaux Art Trio (KGO-KPO)
Bedtime Stories (KFUO)
Bee Master, The (CKTB)
Beef Hour, The (KGVO)
Behind the Curtain (KFWB)
Behind the Footlights (KGO-KPO)
Behind the Headlines (WKY)
Behind the Law (KDKA)
Behind the Lens (WHN)
Behind the Looking Glass (KFSO)
Behind the Microphone (WBS, WRUF)
Behind the Microphone with the Copywriter (KBIX)
Behind the Scenes (CBS)
Behind the Scenes in Europe (KWSC)
Behind the Title Page (WMBO)
Believe You Me (CBS)
Belle and Martha (RRI)
Belle Geste de Musique (WTAM)
Belles of the 'Nineties (NBC)
Bellmen Choir (WICC)
Beloved Friend Program (WQXR)
Below Freezing Program, The (KGIR)
Below the Rio Grande (CBS)
Bem's Little Symphony (CRS)
Ben and Helen (CBS)
Ben Bernie and All His Lads (NBC)
Ben Bolt and His Nuts (WLTH)
Ben Franklin Says (WAVE)
Beneath the Surface (NBC)
Benjamin Moore Triangle Club (NBC)
Benrus Dance Orchestra, Benrus Columnist (NBC)
Bensons, The (CKCL)
Bensonairs, the (WBIG)
Bertie Sees the World (NBC)
Beside the Bookcase (KYOS)
Best Sellers (NBC)
Best Wishes (WSAU)
Bestervelt Radio Kitchen (WKZO)
Bethany Girls (WDRC)
Bethel Tabernacle Church (KHSL)
Betsy's Chatter (KRQA)
Better Homes (KFVS)
Better Homes Program (WMCA)
Betty and Ben (WDNC)
Betty and Bob (CBS)
Betty and Frank (CKY)
Betty Boop (NBC)
Betty Crocker (WDAF)
Betty Gay (KMBC)
Betty Gay's Dancing Parties (WHB)
Betty Hartley, Your Stylist (WBNS)
Betty Lee (WOAI)
Betty Lee's Boy Friend (WOAI)
Betty Lennox (WGY)
Betty Marlow and Her Orchestra (NBC)
Betty Moore (NBC)
Between Editions (WAVE)
Between Ourselves (CKY)
Between the Bookends (KMBC, WGAR)
Between You and Me (WFAS, KGFF)
Bevery Hill Billies (KMPC)
Beyond the Traffic Lights (KIRO)
Bible Broadcaster (WTMV)
Bible Class (KFUO)
Bible Drama (KGO-KPO, KFUO)
Bible Expositor and Bible Student, The (KFUO)
Bible House Presents (WQXR)
Bible Lesson (WDAF)
Bible Pictures (WMCA)
Bible Reading (KFUO)
Bible Stories (KHSL, KFUO)
Bible Stories for Children (WAAF)
Biblical Dramas (WGY)
Bidin' My Time (WHAM)
Big Ben Dream Dramas (NBC)
Big Broadcast of 1936 (WPHR)
Big Brother Club (KMBC)
Big Brother Jim (KOY)
Big Brothers Bible Class (WSFA)

Big Brother's Children Hour (KTRH)
Big Four, The (KDYL)
Big Freddy Miller (WXYZ)
Big Game in North America (NBC)
Big Guns (NBC)
Big House Reviews, The (WCLS)
Big League Special (WFDF)
Big Little Things of Life (KFIO)
Big Man From the South, The (CFLC)
Big Sandy Folks (WCMI)
Big Sister (WRJN)
Big Ten, The (KGO-KPO)
Big Ten Hits (NCBS)
Big Time (NBC)
Bit Top, The (KOA)
Big Top Revue with Dippy Dramas (CFRN)
Big Yank Mavericks KGO-KPO)
Biggest Little Program on the Air (WEAU)
Bill and Helen (KGNF)
Bill and Henry (NBC)
Bill and Mary (KFEQ)
Bill and Phil (WHB)
Bill Boyd and His Cowboy Ramblers (WRR)
Bill Brown, the Movie Man (WMT)
Bill Perrin (KGFF)
Billy and Betty (NBC)
Billy Brown's Brevities (CKWX)
Billy Glason's Fun Fest (WMCA)
Billy Hill's Hillbillies (WKY)
Billy Isaac's Commanders (WCAO)
Billy Mills and Company (WBBM)
Biographies (KFUO)
Bird and Vash (CBS)
Bird Songs at Eventide (WHB)
Birds of a Feather (RRI)
Birthday Bell (WDAF)
Birthday Bells (WIL)
Birthday Club, The (KPDN)
Birthday Man, The (WHEB)
Birthday Parade, The (WNBR)
Birthday Party, The (WDEV, WDZ)
Bishop & The Gargoyle, The (NBC)
Bissell Pick-Ups (NBC)
Bit o' Cheer and Sunshine (KFBI)
Bit o' Philosophy (WRGA)
Bit of Bligthy, A (CJOC)
Bit of This and That, A (WABI)
Bits of Life (RRI)
Bits of Melody (KGO-KPO)
Bits of Rhythm (WAVE, WMSD)
Bits of the Theatre (NBC)
Bits of This and That (WADC)
Bits of Wit (KABC)
BKTA (Be Kind to Animals) Club (KFOX)
Black & Blue, Detekatifs (KHJ)
Black and Gold Ensemble (WTMJ)
Black and White Keyboard Boys (WBRE)
Black & White Rhapsody (WBOW)
Black Chamber, The (NBC)
Black Chapel (KNX)
Black Diamonds (KGO-KPO)
Black Ghost (KGO-KPO, MacG)
Black Hills Romance (KSOO)
Black Keys and White (CHAB)
Black Magic (MacG)
Black Mask Players (KGNC)
Blackbirds (KONO)
Blackstone Plantation (NBC)
Blair Cut Ups (WBZ-A)
Blended Harmony (WHDL)
Blessed Eventer, The (WWSW)
Blind Artists Bureau (WMCA)
Blind Dates (WNEW)
Blind Quintette (WCHV)
Blood and Thunder (WMCA)
Blue and Gold Hour (WBZ-A)
Blue Bird Melodies (KGO-KPO)
Blue Blazers (WAAT)
Blue Book, The (WFBR)
Blue Flames (CBS)
Blue Hawaii (KOB)
Blue Heaven (KTUL, WMBO)
Blue Jays (KGO-KPO)
Blue Monday (WBZ-A)
Blue Monday Club (WDBO)
Blue Monday Gloom Chasers (CBS)
Blue Monday Jamboree (KHJ, KFRC, KTUL)
Blue Monday Melodies (KONO)
Blue Moon Kuku's (NBC)
Blue Moonlight (KGO-KPOO)
Blue Prelude (WHB, KGO-KPO)
Blue Rhythms (KMBC)
Blue Ridge Mountain Boys (KYA)
Blue Ridge Mountaineers (KIUN, SPHR)
Blue Room Echoes (WTIC)
Blue Shadows (WPAY, KFPY, KYOS)
Blue Skies (WINS, WKRC)
Blue Star Revue (KOIN)
Blue Streaks (WBST-WFAM)
Blue Strings (WMAL)
Blue Triangle Hour (KSAC)
Blue Valley Homestead (NBC)
Blue Velvet Orchestra (CBS)
Blues (CBS)
Blues Chasers, The (WMSD, KONO, WJBY)
Blues Chasers and Sleepy, The (KOOS)
Bluebelles and Their Beaux (WKY)
Bluebirds (CBS)
Bluettes (KGO-KPO)
Bo Jazz (KTUL)
Board of the Aldermen Talk (WINS)
Boardin' House (WPAY)
Boardwalk Interviews (WCAP)
Boat of Romance, The (CHRC)
Bob Albright, the Oklahoma Cowboy (WXYZ)
Bob and Betty (KGVO)
Bob Becker's Fireside Chats About Dogs (NBC)
Bob Buck (WBS)
Bob Crosby and His Orchestra (NBC)
Bob Grooters (KOA)
Bob Hecker's Outdoor Tales (CBS)
Bob Jerry and Company (KMBC)
Bob Jones College Prayer Hour (WSFA)
Bob Lithchfield at the Organ (WPHR)
Bob Neighbor (KIRO)
Bob Newhall, Sports (WLW)
Bob Nolan San Felicians (NBC)
Bob Pierce and Company (WHAM)
Bobby and Betty (KFOX)
Bobby the Bachelor (KCMO)
Bobette and Her Curly-Ques (KTUL)
Bohemian Brevities (KTEM)
Bohemian Hour, The (WPHR)
Bohemian Night Club (KHQ)
Bohemian Program (WJAG)
Bohemian Varieties (WJAY)
Bohemians (KGO-KPO, WFBM)
Bolek Musicale (WCAO)
Bolmgren Merry-Go-Round (WTCN)

Bon Ami Radio Matinee (NBC)
Bon Bons (CBS)
Bonaventure News-Reel (WHDL)
Bond Bread Sunshine Program (NBC)
Book and the Reader, The (WHBQ)
Book Chat (WAAF, WFIZ)
Book Club Chatter (WBT)
Book Club of the Air (WGY)
Book Lore (WMCA)
Book of Life (KHQ, KOIN)
Book of Melodies (WMCA)
Book of Memories (KHQ)
Book of People (WLW)
Book of the People (WMCA)
Book Parade (KGO-KPO)
Book Report, The (NBC)
Book Revue, The WPHR (WPHR)
Books & Booklore (CFRN)
Books and Their Authors (KFUO)
Books for Children (KGO-KPO)
Bookshelf (WJAY, KFUO, WCHS)
Books in the Limelight (NBC)
Books of Today, Yesterday, Tomorrow (WXYZ)
Books, The Best of the Month (NBC)
Bookman, The (WSBT-WFAM)
Bookworm, The (WJR)
Boos and Hisses (WESG)
Booster Club (WTMV)
Boost the Blues (KXBY)
Borden's After Dinner Club (WFSV)
Borden's Friday Frolic (KFRC)
Borden Special Edition (NBC)
Bordens Swap-Club (KGNC)
Bordertown Barbecue (WBS)
Bosch Symphony Hour (WQXR)
Boscul Program — Frances Alda and Frank Le Forge (NBC)
Boston Entertains (CBS)
Boston Petite Symphonies (CBS)
Boston Variety Hour (CBS)
Bostwick's Music Box (WCLO)
Boultbee Safety Specialties (CKWX)
Bouquet of Melodies (KGB, KGO-KPO, WDGY, WATR)
Bouquets of Ballads (CFAC, KOIN)
Bower of Roses (KMPC)
Bowmasters, The (KTUL)
Boy Detectiye (KFOX)
Boy from Alabama (WWL)
Boy from Songland (WHK)
Boy Meets Girl (WHK)
Boy of Yesterday, The (WNEW)
Boy Scout Parade (WSYB)
Boy Scout Troop of the Air, The WBBM (WBBM)
Boy Scouts (CRS)
Boys in Blue (WJR)
Boys of the Golden West (KIUL)
Boys of the World (NBC)
Bowling Congress (WINS)
Bradley Kincaid's House Party (WGY)
Bradshaw Safety Club of the Air (WJTN)
Brain Teasers (WMBD, WMBR)
Brain Twisters (WSBT-WFAM, WHEC)
Brains in the Barnyard (NBC)
Brainstormers (WHB)
Brass Button Review (NBC)
Brazilian Nightingale (NBC)
Breadwinner (WHN)
Break O'Day (KMPC)
Breakfast Bell (KRQA)
Breakfast Brevities (WOAI)
Breakfast Business (WHAS)
Breakfast Cabaret (KLUP)
Breakfast Club (KFNF)
Breakfast Club, The (KLO, WJAY, KFBB, CJOC)
Breakfast Club, The L.A.A.C. (KRKD)
Breakfast Club, The WOPI (WOPI)
Breakfast Club with the Musical Chefs (WHIS)
Breakfast Dance (WAIN)
Breakfast Express (WAAF)
Breakfast Four (WBZ-A)
Breakfast Gossip and Music (WELI)
Breakfast Guest, The (KLZ)
Breakfast Melodies (KRE)
Breakfast Party (KGO-KPO)
Breakfast Reporter (WAAT)
Breakfast Serenade (WRUF, WDBO)
Breakfast Time Table (KLZ)
Breakfast Time Tunes (WAAT)
Breakfast with Folger (KGO-KPO)
Breath of the Avenue (KSL)
Breck's Garden Talk (WEEI)
Breen & de Rose (NBC)
Breeze, The (KTUL)
Breezy Brevities (KXBY)
Breyer-Leaf Boys (NBC)
Briarcliff Reveries (WSB)
Briarhopper Boys (WBT)
Brickbats & Bouquets (KGA)
Brickstones, The (WEBC)
Bride and Groom Serenade (WDAE)
Bride's House, The (WMCA)
Bridge Deck (WINS)
Bridge Table, The (WSYR)
Bridge to Dreamland (KGO-KPO)
Bridget and Pat (CKY)
Brief Drama (WMBH)
Briggs Sport Parade with Thornton Fisher (NBC)
Bright Lights Revue (CBS)
Bright Spot (WSIX)
Brilliantly Beautiful Melodies (KSD)
Bringing Up John and Mary (KGVO)
British Empire Program (CKMO)
Broadcast Rhymsters (WBBM)
Broadcasting and the American Public (CBS)
Broadcasting Broadway (NBC)
Broadway Bandwagon (KDYL)
Broadway Bill (KGB)
Broadway Bill's Race Reviews (WMCA)
Broadway Billboard (WBZ-A)
Broadway Echoes (WRUF)
Broadway Melodies (WMCA)
Broadway Melody Hour (WHN)
Broadway Newsreel (WMCA)
Broadway Nights (KOIN)
Broadway Opportunity Hour (WNEW)
Broadway Parade (KFSO)
Broadway Portraits (WHN)
Broadway Review (WSGN)
Broadway Varieties (CBS)
Broadway's Greatest Thrills (CBS)
Broadwayites (WAAT)
Broken Circle X Ranch, The (KFVS)
Broken Record, The (KFYO)
Broncho Busters Barn Dance (CHAB)
Brooklyn Foreign Affairs Forum (WLTH)
Brooklyn Woman's Court Alliance (WMCA)
Brother Ben (WTMV)
Brothers of the Broom (WMBH)
Brownbilt Footlites (NBC)
Brown County Revelers (WSAI)
Brown Family (MacG, KFUO)
Brownies Request (KDLR)

Browsing Among Books (CBS)
Brownsviller Zeide (WLTH)
Bruin Broadcast (KFVD)
Bryn Mortenson (WDGY)
Bry's Juvenile Hour (WMC)
Bubbles (CBS)
Buccaneers (CBS)
Buccaneers Quartet, The (WTAG)
Buchwald, Jennie Hour (CBS)
Buck and Jerry (WSOC)
Buck Rogers (CHRC)
Buck Rogers in the 20th Century (CBS)
Buckaroos (KGO-KPO)
Bucket Syrup Programs (MWR)
Buckeye Buckaroos (WAAW)
Bud Percy (KFIZ)
Bud Shaver Sports Talks (WXYZ)
Buddies (RRI)
Buddy and Ginger (MWR)
Bughouse Rhythm (KGO-KPO)
Bugle Call Revue (WCAU)
Buick Program (NBC)
Builders of America (CBS)
Builder-Upper, The (KXBY)
Building Industry Forum (NBC)
Buist Gardeners (NBC)
Bulletin Board, The (KTUL, WCAO, KTAT)
Bulletin of the Air (KGB)
Bunk House Nights (WHO)
Bunkhouse Buddies (KYOS)
Burbig's Syncopated History (CBS)
Buried Gold (NBC)
Burn Balladier (CFRN)
Burns & Allen (NBC)
Burton and Dutton, Studio Goldfish (KYW)
Bushwhackers, The (KPDN)
Business and Pleasure (KHQ)
Business Biographies (KGA)
Business Builders, The (WRR)
Business Forum (WGRC)
Business Parade, The (WHBH)
Business Review (KGO-KPOO)
Bus Smith & His Silver String Band (WCHV)
Buster Brown (WWL)
Bust o' Dawn (WDOD)
Bust o' Dawn Society (KVOL)
Busy Fingers (CBS)
But Women Have Brains (NBC)
Butternut Twins (KDFN)
Button Family, The (KGB)
Buy American (WINS)
Buy in Selma (WHBB)
Buy Locally (KFVS)
Buy Olyphant Revue (WGBI)
Buyers' Bus (WTMV)
Buyer's Guide Club (WCBS)
Buyers' Parade (KALE)
By Candlelight (KYW)
By Popular Request (KRE)
By Request (KVSO)
By the Fireside (KWSC, CKCH)

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Cabbages and Kings (WHN)
Cabin in the Cotton (NBC)
Cabin in the Hollow (WJW)
Cackle Club, The (KFEQ)
Cactus Charlie (WBZ-A)
Cadets, The (CBS)
Cadillac Hour (NBC)
Cafe Budapest (CBS)
Cafe Continental (WHBQ)
Cafe Franz Josef (CFAC)
Cafe Noir (WRUF, WTBO)
Cahil-Logues (NBC)
Cain's Coffee Carnival (WKY)
Calendar Man (WCHV)
Calendar of Events for the Day (KABR)
California Concert (KGO-KPO)
California Dons (KGO-KPO)
California Melodies (KHJ)
California Trio (KGO-KPO)
California's Hour (KGO-KPO)
Californians on Parade (KGO-KPO)
Call Boy, The (KTUL)
Call of the North (WCCO)
Call to Church (WCOP)
Call to Worship (WSB, WOAI)
Call to Youth, The (NBC)
Calling All Cars (KHJ)
Calling All Parties (WHN)
Calling All Sweethearts (NBC)
Calling on the Neighbors (WCAE)
Callippe & Miss Kath'rine (NBC)
Calumet News-Reporter (WIND)
Calvert Milchcopaters (KVSO)
Camel Pleasure Hour (NBC)
Cameo of Modern Song, The (KSD)
Cameos (KPG, WBBM)
Camera Catches Rockford High (WROK)
Camera Clicks (WCPO)
Camera Club of the Air (KFSO, WHAM)
Camera Shots (WGAR)
Camp Meetin' (KGO-KPO)
Camp Talks (NBC)
Campbelleers, The (WHB)
Campfire (KHSL)
Campfire Boys, The (WBZ-A)
Campus, The (NBC)
Campus Capers (KYW, WRUF)
Campus Chatter (WSAI)
Campus Comedians (KGO-KPO)
Campus Echoes (WTMV)
Campus Theatre of the Air (WSM)
Camrose Mailman (CFRN)
Canada 1937
Canadian Club Reporter (CKLW)
Canadian Pacific Musical Crusaders (NBC)
Canal Days (WSAI)
Canary Amateur Hour (WMCA)
Canary Concert (WGES)
Candid Camera Chats (WDNC)
Candlelight Singers (CBS)
Canned Heat (KORE)
Cannibal King of the Keyboard (KYOS)
Cannin' Time (KGO-KPO)
Canning School of the Air (KTUL)
Canny Cook (NBC)

Cantata Group, The (WPHR)
Canzonetta (KGO-KPO)
Cap Marble and His BKTA Program (KGO-KPO)
Capitol Hill (WTHT)
Cape Diamond Light (NBC)
Captain and the Organ, The (KFVS)
Captain Argus (KYA)
Captain Bill and Lieutenant Hal (KYA)
Captain Bill and Little Gertie (WJAY)
Capt. Boyle and Sam (WAAT)
Captain Dobbise's Ship of Joy (NBC)
Captain Dobbs (KGO-KPO)
Captain Dobbs, Retired (KGO-KPO)
Cap'n Hawkins and His Jolly Crew (KMBC)
Captain Jack (CBS)
Capt. Jimmy's Show Boat (CFLC)
Captain Ozie and the Colorado Rangers (KLZ)
Captain Salt and Jim (WHA)
Captains of Industry (RRI)
Captivators (CBS)
Caravan of Dreams (WHIS)
Carbondale Carnival (WGBI)
Cardinal Highlights (KMOX)
Care and Feeding of Hobby Horses (CBS)
Care and Feeding of Husbands (CBS)
Carefree Carnival (KGO-KPO)
Careless Loves (NBC)
Caribbeans, The (CBS)
Carl Fenton's Orchestra (WMCA)
Carl Freed's Harmonica Lads (WLW)
Carl Freed & Harmonica Lads (WSAI)
Carnation Contented Hour (KGO-KPO)
Carnival (KMBC)
Carnival Hour (KOL)
Carnival of Music (WMCA)
Carnival of Nations (NBC)
Carol Ross Varieties (WPHR)
Carol Weyman (WENR)
Carolina Chats (WPTF)
Carolina Hillbillies (WBIG)
Carolina Serenaders (WMFD)
Caroline Cabot's Shopping Service (WEEI)
Carolyn Gay (WIS)
Carolyn Kern (KERN)
Carpenter String Ensemble (KFIZ)
Carpet Magician, The (WGCP)
Carrie and the Boys (WBIG)
Carrie Lillie's Goody Goody Club (WMCA)
Carrie Lillie's Kiddie Club (WMCA)
Carrier Party, The (WSGN)
Carson Cocktail (KGO-KPO)
Carter's Twilight Memories (KOCA)
Carthage Air Theatre (WMBH)
Cartoon Class (KGB)
Cartoonist & Columnists (NBC)
Cascade Hillbillies (KRKO)
Casey at the Mike (KOA)
Casey Jones Engineers (KIUN)
Casino de Paris (CRS, KYA)
Casino Parisienne (WMAQ)
Cassandra (KHJ)
Cassidy Singers (WJAY)
Cast Off Moorings (WKY)
Castillian Cadence (WTMV)
Castillians (WFAA)
Castle Club Orchestra (WKY)
Castles of Romance (NBC)
Castles-on-the-Air (WAAT)
Castles in the Air (WBBC)
Caswell Coffee Concert (KGO-KPO)
Catch as Catch Can (KFRU)
Catch Questions (KFUO)
Catechism Plays (KFUO)
Caterpillar Crew, The (WDAF)
Cathedral Echoes (WHA, WGY)
Cathedral Hour (CBS)
Cathedral Melodies (WBZ-A)
Cathedral of the Underworld (WMCA)
Catherine the Great (CBS)
Gaton Globe Trotters (WFBR)
Causes of Crime (WWJ)
Cavalcade of America (CBS)
Cavalcade of Melody (KDYL)
Cavalcade of Music (KLZ)
Cavalier Cavalcade (WBNS)
Cavaliers (KGO-KPO, WPHR)
Cavaliers, The (CFCF)
CCC Review (WFMD)
CCCs in the News (WHDL)
Cecelians (KGO-KPO)
Cecil and Sally (MacG, KGO-KPO)
Cedar Valley Hillbillies (IBS)
Celebrity Club (WFAS)
Cellar Knights (CBS)
Cello Quartette (CFCF)
Celluloid Rhythm (CJIC)
Cantaur-Pages of Romances (NBC)
Century of Commerce (KGO-KPO)
Century of Progress in Science (NBC)
Chained Before Marriage (NBC)
Chaland qui Passe, Le (CKCV)
Challenge of Education (NBC)
Chamber Music Concerts (NBC)
Chamber of Commerce's Salutes (WOAI)
Champs Corner, The (WBZ-A)
Chandler Chats (WLW)
Chandler's Fashion Revue by Caroline Cabot (WEEI)
Chandu the Magician (WBS)
Chansonettes (KGO-KPO)
Chanticler Club (WBOW)
Chapel Chimes (CFAC, KHQ)
Chapel Echoes (KPDN, WICC)
Chapel Hour (KWTN)
Chapel of the Air (WHDL, KFXJ)
Chapel Serenade (WALR)
Chapel Singers (CBS)
Chapel Window (KFUO)
Character Building, Forum on (NBC)
Character Education (CBS)
Character Sketches (KFUO)
Charles Mitchell and His Magic Melodies (KWKH)
Charioteers (WBS)
Charis Dramalogue (NBC)
Charis Musical Review (NBC)
Charis Players with Dorothy Chase (NBC)
Charley and Marge (KROC)
Charley Hamp (CRS)
Charlie Kent and His Adlerikans (MWR)
Charm Chats (KGB)
Charm Hour, The (WJAY)
Charm in Women (WMCA)
Charm School (KSL)
Chase and Sanborn Choral Orchestra (NBC)
Chase Minstrels (WDAF)
Chasins Music Series (WMAQ)
Chasin' the Blues (KGMB)
Chat Awhile with Betty (KVOE)
Chats Between the Acts (NBC)
Chats with Peggy Winthrop (NBC)
Chats with Your University Faculty (WJBO)
Chatter Box (KDFN, WTCN)

Chattering with Ida Bailey Allen (CBS)
Check and Double Check (WPHR)
Checkerboard Program (WEEI)
Cheer Program, The (WGBI)
Cheer Up Program (WIND)
Cheerful Chore Club (WSBT-WFAM)
Cheerful Confessions (KFUO)
Cheerful Home Chats (WMBH)
Cheerie Melodies (WJAS)
Cheerio Club (KHSL)
Cheerio Musical Mosaics (NBC)
Cheerleaders (KGO-KPO)
Cheery Berry's Almanac WGH)
Chemistry of Today (WAAB)
Chest' Amateur Show (KOOS)
Chester and Millicent (MWR)
Chestnut Time (KRE)
Chestnuts of Melody (KGVO)
Chevrolet Big Six of the Air (NBC)
Chez Paree (WENR)
Chic Hood & His Melodiers (KYA)
Chicago Hour, The (WBBM)
Chicago Knights (WBBM)
Chicago Parade (CBS)
Chicago Serenade (NBC)
Chicago Varieties (WBBM)
Chicagoans, The (WBBM)
Chick Chats (KGNF)
Chick Chick Fun (CBS)
Chick Webb Orchestra (WENR)
Chick's Chatter (CJCS)
Chickasaw Debating Council (WMC)
Chicken Bill (KFBI)
Chico and His Guitar (WAAT)
Chiffon Jazz (KGO-KPO)
Child & Education, The Guild Guidance Clinic (WLTH)
Child Study (NBC)
Child Study Club (WOI)
Childhood in the Making (NBC)
Children of Bethlehem (NBC)
Children's Amateurs (WHEC)
Children's & Young People's Concerts (CBS)
Children's Birthday Party (WPTF)
Children's Circle (KFUO)
Children's Clinic of the Air (KFSO)
Children's Concerts (WQXR)
Children's Corner (KGO-KPO)
Children's Hour (KGO-KPO,, WFBM, WPHR, WABI, WCAU, KABC, WSYB)
Children's Hour, The NBC (NBC)
Children's Opportunity Program (WMCA)
Children's Programs (WTNJ)
Children's Question Box (KFUO)
Children's Recess (WHEC)
Children's Songfest (WHEC)
Children's Story Hour (KABR)
Children's Theatre of the Air (WGY, WLTH, WXYZ, KFSO)
Children's Variety Hour (KFUO)
Chili Beaners (WCCO)
Chimes of Sunset (WHK)
Chimney Corner, The (WFBR)
Chinatown Mission (WMCA)
Chinatown Squad (KGO-KPO)
Choir Invisible (WTAM)
Choir Loft (WINS)
Choir Loft, The (WAAB)
Choose Your Announcer (KFVS)
Choral Echoes (WLW)
Choral Reveries (CBS)
Christian Business Men's Committee (KIRO)
Christian Doctrine (KFUO)
Christian Science Program (WCAO)
Christmas Shopper, The (WPHR)
Christmas Tree Club (KFVS)
Christmas Tree Grove (WTAG)
Christmas Tree in the Window (WMCA)
Christmas Tree Lady (KFVS)
Chromos (KGO-KPO)
Chronicle Comics (KGO-KPO)
Chronicle News Highlites (KTRH)
Chronicle of Events (KFYO)
Chronicles of Memphis (WMC)
Chronicles of the Presidents (WMC)
Chuck and Mary (KWTO)
Chuck Wagon Opera (KLZ)
Chuckle Clinic (KDKA, WHB)
Chuckwagon, The (WFBM)
Church Calendar (WHBQ)
Church Chimes (WSAY)
Church Directory (KFUO)
Church Forum (WSAI)
Church in the World Today, The (NBC)
Church News (KFUO)
Church of the Air (WBRB, WCSC)
Church of the Wildwood (KVOE)
Church on the Hillside (WJJD)
Church Songs of Long Ago (WCAM)
Church Vespers (WDAF)
Churches, Brief History of (KFUO)
Chy and His Hot Shots (KGCX)
Cigarette Girl, The (CKCD)
Cincinnati Girl (WKRC)
Cincinnati Sings (WSAI)
Cinema Comment (WQXR)
Cinema Lady, The (WWSW)
Cinema Theatre, The NBC (NBC)
Cinemania (WAAT)
Circle X Cowboy's Round-up (WTJS)
Circus Adventures of Clyde Beatty (KMBC)
Circus Court (KXBY)
Circus Days (NBC)
Circus Night in Silvertown (NBC)
Circus of the Air (KMBC)
Circus Saints and Sinners (NBC)
Circus Side Show of the Air (KIDO)
Circus Tommy (KFOX)
Citadel Sunshine Hour (WFDF)
City Consumer's Guide (CBS)
City Desk (NBC)
City Fellers (KMPC)
City Mission (WJAY)
City of Tomorrow, The (NBC)
City Safety Chats (WDBO)
City Speaks, The (WFIL)
City Voices (KGO-KPO)
City Within Itself (KRBC)
Civic Calendar (WFBR, WOW)
Civic Crusader (WHEB)
Civic Forum, the (WJSV)
Civic News (WJEJ)
Civic Salute (WINS)
Civic Service Period—Mr. Fixit (WIL)
Civil War in Spain, The (WCAD)
Clambake (WAVE)
Clara Dawes (KFIZ)
Clara, Lu 'n' Em (NBC)
Clark Home Service School of the Air, The (WJTN)
Clark Household Counselor, The (WJTN)
Class in Agriculture (WOI)

Classic Cameos (WRUF)
Classic Four (WBZ-A)
Classic Hour (KMBC)
Classic Interlude (KABC)
Classic Nocturne (KOIN)
Classic Matinee (KGCX)
Classic Strings (WRUF)
Classics in Music (KOB)
Classical Gems (NBC)
Classical Matinee (KGVO)
Classical Moments (WOAI)
Classified Ads of the Air (KUJ)
Classified Capers (CFRN)
Classified Column of the Air (KRNR)
Classified Page of the Air (WAAW)
Classified Section of News (WFIL)
Classified Section of the Air (KIDO)
Classroom Echoes (KWSC)
Claudine MacDonald Says (NBC)
Clean-up Program (WCOL)
Clef Dwellers (KGO-KPO)
Clem and Hezzy (KGNO)
Clem Park and His Cowpunchers (WFDF)
Clicquot Club Eskimos (NBC)
Clifford Herzer & Jascha Zayde (WQXR)
Clinic of the Air, The (KMA)
Cloister Bells, (WMAQ, WENR)
Cloister Echoes (KRE)
Cloister, In the (CBS)
Close-ups (CBS)
Closing Market Prices (CBS)
Clothes are Different this Spring (NBC)
Cloverdale Limelights (NBC)
Clown of the Air (WBOW)
Clowns and Frowns (CKLW)
Club and Civic Period (WTMV)
Club Augila (WOAI)
Club Bulletin of the Air (KHQ)
Club Cabana (MacG)
Club Calendar of the Air (KGVO)
Club Car Revue (WMCA)
Club Columbia (CBS)
Club de la Mascotte (CKCV)
Club Diary (CFAC)
Club 1370 (WDAS)
Club Program (KMBC)
Club Reporter, The (WPHR)
Club Rhythm (KFJB)
Club Romance (CBS)
Club Sandwich (WLBZ)
Club 13 (CFAC)
Club Valspar (NBC)
Clubhouse Party (WJJD)
Coast to Coast (MWR)
Coast-to-Coast on a Bus (WMAQ, WENR)
Coastal Hawaiians (WMFD)
Coca Cola Civic Club (WCKY, WBIG)
Cocktail Calendar (WESG)
Cocktail Capers (KGHI)
Cocktail Hour (KGW-KEX)
Cocktail Hour, The (WWSW)
Cocktail Lounge (WHN)
Cocktail Party (KFWB)
Cocktail Revue (WMCA)
Co-Eds, The (CBS)
Coffee and Doughnuts (CBS)
Coffee Carnival (KTUL)
Coffee Club (KFNF)
Coffee Matinee (KGO-KPO)
Coffee Time (KMBC)
Cohen and Clancy (WBZ-A)
Colgate House Party (NBC)
College Cross Sections (KSAC)
College Daze (KGO-KPO)
College Duo, The (WBIG)
College Memories (NBC)
College News (KHQ)
College of the Air (KSAC)
College Time (JVG)
Collegian Pictorial (KRE)
Collegians (WRUF)
Collegians, The (KMBC, WMAQ)
Collegiate Carrousel (WRUF)
Collegiate Cowboy, The (KHJ)
Collegiate Varieties (WRUF, WMCA)
Collegiettes, The (WPTF)
Collier Brothers (WCHV)
Colliers' Radio Hour (NBC)
Colonel Aloysius Kumquatt (WMFG)
Colonel Bill (WIP)
Colonel Zeke of Goose Creek (WCSC)
Col. Brinkley's Breakfast Club (WHDL)
Colonel Courtesy (KTUL)
Colonel Kennel (WJNO)
Colonel Kingston Stories (WBRC)
Col. Louis McHenry Howe (NBC)
Colonial Beacon Lights (NBC)
Colonial Days (WDAF)
Colonial Playhouse (WAAD)
Colonial Puzzle Man (KTUL)
Colonial Robinhood and His Orchestra (WCMI)
Colonial Trio (WTAM)
Colorado College Varieties (KVOR)
Colvin's Top O' the Mornin' (WCLO)
Columbia Almanac (KNX)
Columbia Artists Recital (CBS)
Columbia on Wax (KNX)
Columbia Camp Concerts (CBS)
Columbia Dairies Sports Parade (WIS)
Columbia Dramatic Guild (CBS)
Columbia Ensemble (CBS)
Columbia Experimental Laboratory (CBS)
Columbia Grenadiers Quartet (CBS)
Columbia Guest Review (CBS)
Columbia Junior Bugle (CBS)
Columbia Little Symphony (CBS)
Columbia Male Chorus (CBS)
Columbia Players (CBS)
Columbia Public Affairs (CBS)
Columbia Radio Column (CBS)
Columbia Revue (CBS)
Columbia Salon Orchestra (CBS)
Columbia Santa Claus (NBC)
Columbia String Quartet (CBS)
Columbia String Symphony (CBS)
Columbia Variety Hour (KYA)
Columbia's Commentator—Dr. Charles Fleischer (CBS)
Columbian Presents the Play of the Week, The (KGVO)
Columbians, The (CBS)
Columbus, A Modern (NBC)
Columbus Automotive Program (WCOL)
Column of the Air (WDAS)
Combing the Spanish Mair (WFLA)
Come and Get 'Em (KONO)
Come On, Let's Sing (CBS)
Come Over to Our House (WCKY)
Come to the Fair (CBS)
Comedian Harmonists (NBC)
Comedy Capers (WHB)
Comedy Stars of Hollywood (KGO-KPO)
Comedy Writers' Forum (WMCA)
Comic Club (WSGN)
Comic Strip Parade (KTRH)

Comic Strips (WOV)
Comics Come to Life (KOIL)
Coming Round the Mountain with Al and His Gang (WTAG)
Command Performance (KYA)
Comment Court (WLLH)
Commentator (KOA)
Commentator—Marietta Vasconcelles (KOA)
Commercial Comment (CBS)
Commonwealth Club (KGO-KPO)
Community Builders (WWRL)
Community Calendar (WHBQ, KFBB)
Community Chest (KABR, KOA)
Community Christmas Tree, The (WHIS)
Community Church of the Air (WMBH)
Community Dentist (WEEI)
Community Forum (KGO-KPO, KSD)
Community Hymn Sing (WKBO)
Community Service Period (WQAM)
Community Sing (CBS)
Community Sing Song (CHNS)
Community Singers (KGAR)
Community Swing (WBIG)
Community Theatre (WFAA)
Commuters, The (CBS)
Commuters' Express, The (WCBD)
Comp's Capers (KPDN)
Compinsky Trio (CBS)
Composers Forum Laboratory (WQXR)
Concert Album (KGO-KPO)
Concert Association, The (WPHR)
Concert Caravan (CKWX)
Concert Color (KYOS)
Concert Favorites (KRE)
Concert Gems (KGO-KPO)
Concert Hall (KFAC)
Concert Hall of the Air (WKZO)
Concert Hawaiianne (KOY)
Concert Hour (WQXR, WLW, MacG, KSOO, WTHT)
Concert Hour, The NBC (NBC)
Concert in Brass (WHBQ)
Concert in Miniature (WJBO)
Concert in Rhythm (KGO-KPO)
Concert Miniatures (KRE, KVOA, WMBO, KGO-KPO, WTAM)
Concert Orchestra Programs (WTNJ)
Concert Orchestra, The NBC (NBC)
Concert Revue (WGN)
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Concert Petite (KGO-KPO)
Concert Strings (KGO-KPO)
Concert Time (WFIO)
Concert Vignettes (CBS)
Concerts of the Los Angeles Philharmonic (KFI)
Concertairs (WMCA)
Conclave of Nations (CBS)
Confidence Man, The (NBC)
Confidentially Speaking (WGAR)
Confidentially Speaking with Helen Webster (KGO-KPO)
Conflict (CBS)
Congratulations (KFJB)
Congress in World Affairs (WMCA)
Congress of Rhythm (WWVA)
Congress Speaks (NBC)
Congress Today (WOL)
Congressional Opinion (CBS)
Conjure & Caroline (NBC)
Conocoland (KOA)
Conservation and Nature Study (KSAC)
Console Capers (WRJN, WSAU)
Console Capers, Organ Encores (WESG)
Console Gems (WRUF)
Console Moods (KBIX)
Console Souvenirs (KFH)
Consolettes (KFXJ)
Constance Carew (NBC)
Constructive Review of Current Events (KFUO)
Consulting the Psychologist (WNEW)
Consumers Market Service Guide (NBC)
Consumers Search-Light (WHA)
Contemporary Chats (WFAS)
Contemporary Life and Thought (WILL)
Contemporary World Affairs (WHA)
Contests (KFUO)
Conti Gondoliers, The (NBC)
Continental Cafe (CFRN)
Continental Entertainers, The (WHBB)
Continental Favorites (WGES)
Continental Revue (NBC)
Continental Serenade (WOV)
Continental String Quartet (CBS)
Continental Varieties (NBC)
Continentale (KGB)
Continentals (WMCA)
Contract Bridge (NBC)
Contrasts in Rhythm (KFPY)
Control of Crime (NBC)
Conventionalities (KGO-KPO)
Cook Minstrel Jubilee (WHB)
Cook Painter Boys (WHB, WDAF)
Cookoo Club (KOIN)
Cook's Column of the Air (WCLO)
Cook's Travelogues (NBC)
Coolerator Casino (KLUP)
Coolidge String Quartet (CBS)
Coolidge String Quartet Concert (WQXR)
Co-op Capers (KFVS)
Copeland Service Hour (NBC)
Coquettes (KGO-KPO)
Coral Islanders (WESG)
Corn and Its Uses (NBC)
Corn Club (WALA, WBRC)
Corn Cob Pipe Club (WRVA)
Corn Cob Pipe Club (WRVA)
Corn Cob Pipe of Virginia (NBC)
Corn Huskers (KMOX)
Corner Drug Store (NBC)
Cornfield Follies (KDKA)
Cornwall Twilight Hour, The (CFLC)
Coronet on the Air (NBC)
Cosmopolitan Club, The (WPHR)
Cosmopolitan Symphonettes (CRS)
Cosmopolitan (KGO-KPO)
Cotton Carnival (NBC)
Cotton Chopper, The (KFYO)
Cotton Town Jubilee (WFAA)
Cotton's Local News Reporter (KALB)
Council of Churches (WTNJ)
Counselor and His Treasure Chest, The (KTUL)
Count Basie (WHB)
Country Church of Hollywood (CBS)
Country Club (IBS)
Country Club Boys (WBZ-A)
Country Doctor, The (NBC)
Country Home (NBC)
Country Lawyer (KMBC)
Country Lawyer, The (WINS)
Country Maid and Her Songs, The (KRBC)
Country Parade (KXRO)
Country School (CHRC, KMA, KMOX)

Country Store, The (KBIX, WSIX, WJEJ, KTAT)
Country Woman, The (WDEV)
Couple Next Door (CBS)
Couple of Soldiers (WHB)
Court House (KMBC)
Court House Interviews (WSAI)
Court House Reporter (WJJD)
Court of Human Relations (WLW)
Court of Literary Justice (WINS)
Court Hussey (IBS)
Court of Current Events (WBT)
Court of Harmony (WHN)
Court of Honor (NBC)
Court of Human Relations (CBS)
Court of Musical Inquiry (CHAB)
Court of Musical Relations (WTMV)
Court of the Air (WMC)
Court Reports (KWTN)
Courteous Colonels (KTUL)
Courtesy Half Hour (CJIC)
Cousin Charlotte and All Her Little Cousins (WEAN)
Cousin Peggy's Sunshine Club (WHBF)
Covered Wagon Adventure Trails (WMT)
Covered Wagon Broadcast, The (KGIR)
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Cowbell Club (KFSO)
Cowboy Bill and His Radio Rancho (NBC)
Cowboy Carnival (WTMV)
Cowboy Phil (WHJB)
Cowboy Tom's Roundup (NBC)
Cozy Corner (KALB, IBS)
Crackerland Cavaliers (WSB)
Craig Court, The (WHBB)
Crane Normal Hour of Music (WCAD)
Cranium Crackers (WCAD)
Crazy Court (WDAY)
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Crazy Crystaleers (WJAX)
Crazy Over Music (WMCA)
Crazy Quilt (WHB)
Creaghe's Sidewalk Reporter (KIDO)
Crescent Hour of Music (WHO)
Crime (NBC)
Crime Clinics (NBC)
Crime Crusade Program (CBS)
Crime Doesn't Pay (KFI)
Crime Prevention Hour (NBC)
Crimecasts (WBST-WFAM)
Criminal Court (WMCA)
Criminals at Bay (WMCA)
Crinoline Girl (WCKY)
Cripple Creek Wood-choppers (WPHR)
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Crossroads Follies, The (WSB)
Crossroads of History (KCKN)
Crossroads of the Nation (KFAB)
Crossroads Party (WCCO)
Crossword Puzzle of the Air (WJIM)
Crow's Nest (WMFJ)
Crown Minstrel (WJEJ)
Crown Quarter Hour (WHB)
Crush Dry Cronies and Old Topper (NBC)
Crutch and Crane (WMBC)
Crystal Gazers (KMBC)
Cub & Scoop (NBC)
Cub Reporters (KYA, KGEZ, MacG)
Cubanola (KABC)
Cuckoo Clock, The (KPDN)
Cuckoo Club, The (KVOL)
Cuddles & Monty (NBC)
Culbertson on Contract (NBC)
Cullum Sisters (WOAI)
Cultural Conversation (KGO-KPO)
Cup of Kindness, The (CFCY)
Cupbearer, The (KGRC)
Cupid Interviews (WJAS)
Cupid's Court (IBS, WAAF)
Cupid's Interviews (WHJB)
Curb Exchange (KOIL)
Curbstone Cash (WWSW)
Curbstone Forum (WMT,
Curbstone Quiz (KGW-KEX, WHAM, WDAE)
Curbstone Reporter (WGRC)
Curfew (KGO-KPO)
Curiosities (KDKA)
Curiosity Shop (WJAY, KGEZ)
Curious Questions (KMOX, WDAF)
Curliques in the News (KMBC)
Current Events (NBC)
Current Events in Washington (NBC)
Current History Exams (WHN)
Current News Forum (KUOA)
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Curtain Calls (KFWB, WAAB)
Curtain Echoes (WISN)
Curtain Times (CKLW)
Curtain Up (WCCO)
Curtis Burnley Railing Song & Story (NBC)
Cutex Presents Niela Goodelle (NBC)
Cutting the Ice (KYW)
Cy Hopkins (WGY)
Cycling the Kilocycles (NBC)
Czech Revels (KTAT)
Czecho-Slovak Melodies (WJAY)

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D & H Miners (WKY)
Daffodils, The (WLBZ)
Daffy Dills (WAAT)
Daffy Ditties (KYOS)
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Daguerreotypes (CBS)
Daily Air-e-torial (WHBF)
Daily Almanac (WTHT)
Daily Double, The (KSD)
Daily Hints to Motorists (WCOL)
Daily Maine Farm News (WLBZ)

Daily Newscaster, The (WGN)
Daily Sparks Reporter (KIDW)
Daily Sports Review (WFOY)
Daily Thoughts for Daily Thinkers (KFUO)
Daily Vacation Bible School (KFUO)
Dakota Luncheon Hour (KGCX)
Dale Morgan with the News (IBS)
Dale Wimbrow, Songs (NBC)
Dalton Norman, the Boy from Georgia (KFAB)
Dan Harding's Wife (NBC)
Dan Yuter and His Violin (WCHV)
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Dance Fancies (KOL)
Dance Favorites (WSUN)
Dance from the Classics (CBS)
Dance Journal (KGO-KPO)
Dance Kings (KTUL)
Dance Masters (KTUL)
Dance Matinee (WHB)
Dance Miniature (WTAM)
Dance-O-Mania (WAAT)
Dance Parade, The WNEW (WNEW)
Dance Serenade (CBS)
Dance Rhythms (CBS)
Dance Time (KFAC)
Dance Whirl, The (WSGN)
Dance with Countess D'Orsay (NBC)
Dance with Gamby (NBC)
Dancepators (KMOX)
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Dancing Across the Country (NBC)
Dancing Along the Santa Fe Trail (WMBH)
Dancing at Dusk (CJOC)
Dancing at the Old Barn (WCLO)
Dancing by the Sea (CBS)
Dancing Discs (WINS)
Dancing Echoes (CBS)
Dancing Feet (WJAY, KGO-KPO)
Dancing Master (WAAT)
Dancing Melodies (WBZ-A)
Dancing Moments (WOKO, WIL)
Dancing Moods (KDLR)
Dancing Round the World (CBS)
Dancing Shadows (WSB)
Dancing Troubadours (CBS)
Dancing Yesterdays (CBS)
Dandies, The (WNAC)
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Danger Fighters (NBC)
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Dangerous Paradise (NBC)
Dansapation (WIL)
Dark-Town Get-Together (WMCA)
Darktown Meetin' Society (WSAI)
Date Book, The (KGO-KPO)
Date Book of the Air, The (KDON)
Daughters of the Pioneers (KIUP)
Davey Tree Surgery Hour (NBC)
David and Goliath (NBC)
David Harum (NBC)
Davidson College Program (WBT)
Dawn Busters (WKZO)
Dawn, Dale and Diane (IBS)
Dawn of Tomorrow (KLO)
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Dawn Salute (WBBM)
Day at the Races, A (WAAW)
Day Before Yesterday (CBS)
Day Breakers (KHQ)
Day by Day (WHN)
Day Dreamer, The (IBS)
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Day Dreams Trio (WAAT)
Day in Review (WXYZ)
Day Is Done (WBNS)
Daybreak Serenade (KRE)
Dayton Philharmonic Orchestra (WHIO)
De Molay Open House (WAAW)
Deans Radio Carnival (WIS)
Dear Audience (CBS)
Dear Columbia (CBS)
Dear Diary (KSQO)
Dear KTEM (KTEM)
Dear Listeners (WDOD)
Death Fighters (WWJ)
Death Takes a Ride (KWK)
Death Valley Days (KGO-KPO)
Death Watch (KSL)
Debates (KFUO)
Deed-I-Do Club (WHAS)
Deep River Orchestra (CBS)
Deep River-Willard Robison (CBS)
Deep South (CKCL)
Deep Trails (KMBC)
Del Delbridge Dance Band (WXYZ)
Del Lampe's Eversharp Orchestra (NBC)
Del Monte Happy Time (KGO-KPO)
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Demi Heure Musicale (WFIL)
Demopolis Variety Show (WHBB)
Dentist Says, The (WMCA)
Denver Post News Flashes (KOA)
Derby Week at Churchill Downs (CBS)
Descent Into the Sea (NBC)
Desert Kid (NBC)
Design in Harmony (CBS)
Designed for Women (WMBC)
Designs for Day Dreams (KNX)
Designs in Harmony (KNX)
Designs in Song (KYOS)
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Detroit News Radio Extra (WWJ)
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Diamond Hour (WDAE)
Diamond Revue (WTIC)
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Diary of a Music Lover (KNX)
Dic-A-Doo Cleansers (NBC)
Dick and Dot (WGY)
Dick Faulkner Edits the News (WSOC)
Dick Hartman (WBT)
Dick Leibert's Musical Revue (NBC)
Dick Steele, the Boy Reporter (NBC)
Dick Tella Serenades (IBS)
Dick Tracy (WBS)
Dictators (CBS)
Did You Ever Wonder (WSOC)
Did You Know (WFBR, KSD)
Did You Know That (WJW, WHBB)
Die Deutsch Liederstunde (WGES)
Die Deutsche Musik Stunde (WHA)
Digest Diversions (CFRN)
Digest of the Day's News (KFUO)
Dill Pickle Club (CFLC)
Din at Eight (WNEW)
Dinah and Dora (NBC)
Dingbats (KMBC)

Dinner at Nine (NBC)
Dinner at Six (KYA)
Dinner Bell, The (WNBR)
Dinner Bell Hour (WBIG)
Dinner Bell Time (WLS)
Dinner Club (WMCA)
Dinner Concert (KGO-KPO)
Dinner Dance (CBS)
Dinner Dance Hour (WDRC)
Dinner Hour Concert, The WTMJ)
Dinner Hour Melodies (KALE, KVOE)
Dinner Hour Parade (KDLR)
Dinner Music (NBC)
Dinner Party, The (WFDF)
Dinner Serenade, The (WLVA)
Dinner Symphony (CBS)
Dinner Tales of the Air, The (WBRE)
Dinner Time Review (WEEI)
Diplomats (CBS)
Dipsy Dew Club (WOV)
Directory of Instruction (WMBH)
Discord Harmony (KRBC)
Discussion Forum (WTMV)
Dishman's Musical Kitchen (WGH)
Diversified Hour (WFLA)
Diversity (CBS)
Divertissement (KOL)
Divots (WHN)
Dixie Circus (NBC)
Dixie Doin's (KMBC)
Dixie Early Birds (WSIX)
Dixie Echoes (CBS)
Dixie Hillbilly Jubilee (WPHR)
Dixie Mamouth Minstrels (WBT)
Dixie Melodears (KGHI)
Dixie Memories (KGO-KPO)
Dixie Ramblers (WJEJ)
Dixie Reelers (WIS)
Dixie Serenaders (CBS)
Dixie Spiritual Singers (NBC)
Dixielanders (WFMD)
Dixie's Lumber Jacks (WHB)
Dixon McMillan Melody Revue (WCSC)
Dizzy Fingers (KOVC, CHAB, WWVA)
Djer Kiss Recital with Cyrana Van Gordon, The (NBC)
Do Re Mi (CBS)
Do You Know (KFUO)
Do You Know It's True (WHO)
Do You Remember (WAAF, WBBM, WAAT, KAST, WTMJ)
Do You Want a Job (KTUL, WTAR)
Do You Want Law Enforcement (WHBF)
Do You Want to Be a Radio Star (KGLO)
Do You Want to Be an Actor (NBC)
Do You Want to Write (NBC)
Doc Schneider and His Yodeling Cowboys (NBC)
Doc Sunshine (CFRN)
Doc Whipple (WMAQ)
Doctor Dick (KGO-KPO)
Doctor Easy (KWK)
Doctor H (WMCA)
Dr. Coleman's Travelogue (KFVD)
Dr. Copeland's Health Hour (CBS)
Dr. Doolittle (NBC)
Dr. George Cohen's Pet Club (NBC)
Dr. Loughran (NBC)
Dr. Luther Little (WBT)
Dr. Pepper Energy Club (WLVA)
Dr. Pratt's Breakfast Club (WHB)
Dr. Ruth Wadsworth—Health Talks (NBC)
Dr. Scholl's Foot Comfort Ramblers (NBC)
Dr. Shirley W. Wynne (NBC)
Dr. Sunshine (WLTH)
Dr. Thatcher Clark (CBS)
Dr. West's Celebrity Night (NBC)
Doctors, Dollars and Disease (CBS)
Doctrinal Discussions (KFUO)
Dodge Streamliners (WHB)
Dodo Ratchman's Old Time Orchestra (KFIZ)
Dog Chats (WHBF)
Dog Days (WCCO)
Dog House (KGO-KPO, KDKA)
Dog of the Week (WMBD)
Dog Show of the Air
Dogs in the Home (WINS)
Dog's Tail, A (WINS) (KGO-KPO)
Doggin' the Piano (WCHS)
Doin' the Town (WAAW)
Doings of the Hunt Family (KABR)
Doings of the Legislature (WPTF)
Dollar a Minute, A (KTUL)
Dollar Daze (WJBC)
Dolly Dean (WHAS)
Dominion Male Quartet (CBS)
Domino Orchestra (NBC)
Domolco Orchestra (CHNS)
Domville Arena, The (CFLC)
Don Alvardos (WTMJ)
Don Carney Dog Chats (NBC)
Don Freeland's Hillbillies (KFVD)
Donald McGibeny (WMAQ)
Donna and Rita (KFH)
Don't Miss It (KVI)
Doodle-bug (KXRO)
Door with 88 Keys, The (WGBI)
Doorways to Yesterday (KGO-KPO)
Dope from the Dugout (KMOX)
Doric Quartette (KGO-KPO)
Doring Sisters (WENR)
Doris Hare, The Piccadilly Hill Billy (NBC)
Dorothy Godwin Reviews Books (KMOX)
Dorothy Melton (WJEJ)
Dorothy Melvine's Charm Mirror (WAAB)
Dorothy Tells All (WMBR)
Dot and Dan (KDFN)
Dot and Dash Club (KXBY)
Dot & Will (NBC)
Dot Hedge's Talks on Beauty (WPHR)
Dot's Dashes (KRKD)
Dottie and Bill, the Married Melodists (WGY)
Double Trouble (WSBT-WFAM)
Doughnut Danny (WSBT-WFAM)
Douglass Players, The (WLTH)
Down a Country Road (WTMJ)
Down by Hermans (WISN)
Down Cahokia Trail (WTMV)
Down Homers (WHB)
Down in Front (WFBM)
Down in Possum Hollow (KGNO)
Down Melody Lane (WHAM, WGY, WAAW)
Down Memory Lane (WBS, WBZ-A)
Down Old Melody Lane with (WWL)
Down on the Farm (WBZ-A)
Down South (WRUF)
Down the Bay (WNEW)
Down the Fair-way (WOW)
Down the Gypsy Trail (WGY)
Down the Midway (WSB)
Doyle Newspaper of the Air (WHAM)
Doyle Police Stories (WHAM)
Do You Believe in Ghosts (KGO-KPO, MacG)
Drama Guild, The KDFN (KDFN)
Drama Hour (KGO-KPO)
Drama in Rhythm (KFBS)

Drama of Electricity (WSAY)
Drama of the Skies (CBS)
Drama Thru the Ages—WPA Radio Theatre (WQXR)
Dramas of Destiny (WOKO)
Dramas of Life (KGEZ, MacG)
Dramatic Club, The WSVA (WSVA)
Dramatic Episodes (DRUF)
Dramatic Fantasies (WHK)
Dramatic Interlude (CBS)
Dramatic League of Radio, The (WBRC)
Dramatic Moments (WOKO, WWJ)
Dramatic Moments in History (WHA)
Dramatic Snapshots (WHN)
Dramatized Court Cases (WDAS)
Dream Avenue (KMOX)
Dream Boat (WHBB, KMBC)
Dream Fantasies (KOL)
Dream Girl, The (KOY)
Dream House (KOY)
Dream Journeys (KVOR)
Dream Melodies (CHRC)
Dream of Love (WSGN)
Dressing Up the News (WMBD)
Drewrys Open House (WJIM)
Dream Peddler (WBRB)
Dream Pictures (NBC)
Dream River (WCLO)
Dream Road, The (KFYR)
Dream Serenade, The (WHAS)
Dream Ship (KDKA, WGN, KSLM)
Dream Singer and Al and Lee Reiser (NBC)
Dream Songs (WMT)
Dream Weaver and His Romantic Violin, The (WBTM)
Dreams (WKY)
Dreams Come True (NBC)
Dreams of Long Ago (NBC)
Dreamer, The (WMCA)
Dreamer's Haven (WGBI)
Dreamers of Dreams (WWSW)
Dreamin' Time (WGY)
Dreaming and Wishing (KPDN)
Dreamland Adventures (WDBO)
Dreammaker's Studio (CBS)
Dress Circle (KGO-KPO)
Dromedary Caravan (NBC)
Drugstore Cowboys (WBZ-A)
Drum Major, The (KIDO)
Drums (MWR, KHJ)
Duane and Sally (KOIL)
Dude Ranch (WSAI)
Dude Ranch Nights (WHLB)
Dudes of the West (KORE)
Dudley Radio Carollers (WAAB)
Dugan and Daley (KFWB)
Dugout Doings (WISN)
Dugout Dope (WBBM)
Dugout of the Air (WQAM)
Duguette's Orchestra (CFLC)
Dukes of the Yukes (WINS)
Dunkers' Club (WJIM)
Dunking Debate (NBC)
Dunstedter's Swing Session (KMOX)
Dupont Paint Parade (KWTN)
Durnil's Lady in Blue (KBIX)
Dusk in Dixie (WBZ-A)
Dusty Pages (CBS)
Dutch Masters (WDAF)
Dutch Masters Minstrels (NBC)
Dwarfies Jamboree (KMBC)
DX Club (KXBY)
Dynamic Detroit (WJR)
Dynamic Twins (WKY)

E

Ear Tests (WMR)
Earful of Music (KSOO)
Earl Kahn's Syncopators (WCAO)
Early Bird (WHN)
Early Bird Melodies (KOL)
Early Bird Musical Clock (WGY)
Early Bird Program (WCOL, KFXD)
Early Birds (WPAY, KSLM, WFAA, KIDW, WFLA, WSGN, KGQ, KUJ, KONO, KWK, WOAI, KGB)
Early Birds, The KAST (KAST)
Early Bookworm (CBS)
Early Christmas Program (KFUO)
Early Edition (WTHT)
Early Morning Auctioneer (WEBQ)
Early Morning Frolic (CKLW)
Early Morning Jamboree (WHAS)
Early Morning Time Clock (KDLR)
Early Risers (WTNJ, WJAX, WJAS, KWA, WISN)
Early Risers Club (WKY, KFEQ, KLZ, WSBT, WFAM, WEBC, WMCA)
Earnest Hauser and His Orchestra (WOAI)
Earth Incorporated (NBC)
East of Cairo (NBC)
East Side Entertains (WLTH)
Easter Parade (WMCA)
Easter Sunrise (KFUO)
Easter Varieties (KAST)
Easy Aces (KMBC)
Easy Chair Boys (WESG)
Easy Chair Melodies (KBTM)
Easy Home Decoration (KHJ)
Easy Hour (WALA, WBRC)
Easy Melody (KGO-KPO)
Easy Problem Made Hard (WAAW)
Eb and Zeb (MacG)
Ebony and Ivory Studies (KSD)
Ebony and White (CKY)
Ebony Review (KGVO)
Ebony Twins (CBS)
Echoes at Eventide (WOAI)
Echoes from Erin (KGVO)
Echoes from Overseas (CFRN)
Echoes from the Bandstand (WGH)
Echoes from the Music Room (WBZ-A)
Echoes from the Orchestra Pit (KGO-KPO)
Echoes from the Pacific (WPHR)
Echoes from the Theatre (WBZ-A)
Echoes of Erin (WJAY)
Echoes of Italy (WJAS)
Echoes of New York Town (NBC)

Echoes of Poland (WAAT)
Echoes of the Argentine (WBZ-A)
Echoes of the Classics (WIND)
Echoes of the Evening (KSD)
Echoes of the Islands) (KFXJ)
Echoes of the Opera (NBC)
Echoes of the Organ (KRE)
Echoes of the Orient (NBC)
Echoes of the Palisades (NBC)
Echoes of the Past (WPG)
Echoes of the Stage (WSB)
Echoes of the Twenties (WIP)
Echoes of the West (KANS)
Eddie Younger and His Mountaineers (NBC)
Edgar Guest (NBC)
Edgeworth Band Wagon (WRVA)
Edison Friendly Kitchen (WEEI)
Edison Pioneers (NBC)
Edith Cooke's Women's Exchange (WMCA)
Edition of the News, The KLO (KLO)
Editor of the Air (KFVD)
Editor Speaks, The (WSPD)
Editor's Spotlight WTCN)
Editorial Hour (WSB)
Editorial Readings (KFUO)
Editorials of the Air (MWR)
Edna Hollers Stopper (WHBQ)
Edna Wallace Hopper (NBC)
Education at the Crossroads (KGO-KPO)
Education in the News (NBC)
Education Today (KGO-KPO)
Educational Forum (WOI)
Educational Objectives and Aims (WRVA)
Edward Ramblers, The (NBC)
Edward Werner's Variety Parade (WXYZ)
Edward's Juvenile Hour (WSYR)
Eight Bells and All's Well (WIP)
800 (WAIM)
Eight Sons of Eli (CBS)
Eight Thirty Revue (WTMV)
88 Notes in Rhythm (KYW)
Eileen & Bill (NBC)
Eileen Bird and Her Woodchucks (WWL)
El Pasco Presents, The (KDB)
El Toro Week-End Review (NBC)
Elaine Taylor's Organ Melodies (KGVO)
Elder Henry and His Congregation (WCHV)
Elder Michaux and His Church of God (WJSV)
Electric Kitchen of the Air (WOW)
Electric Show of the Air (WPHR)
Elevated Rhythm (CJIC)
Eleven Years of Progress (WBRC)
Eleventh Hour, The (WCSH)
Elgin Adventurers Club (NBC)
Elinor Harbrik (KFIZ)
Elizabeth Carrington (WCAO)
Elk Stocking Fillers (KVI)
Elmira Coal Program (MWR)
Embarrassing Moments (WNEW)
Embassy Club (WHB)
Embers (WJR)
Embers of Friendship (WDAF)
Emilie Goes to Market (KRE)
Emory Men Who Made History (WSB)
Em and Clem (KGER)
Empire Builders (NBC)
Enchanted Cottage (WBNX)
Enchanted Isle (KONO, WEMP)
Enchantment (WTAG)
Encores in Poetry (WAAT)
Encores of Yesterday (CBS)
Endires Hawaiian Music (KFIZ)
Engagement Book, The (WELL)
English As She Is Spoke (KGO-KPO)
English Coronets (KFWB)
English Themes (WOI)
Englishman Tours America, An (NBC)
Enjoying Your Leisure (WHA)
Enna Jettick Melodies (NBC)
Eno Crime Clues (NBC)
Ensemble Symphonique (NBC)
Ensemble, The (CFCF)
Entertainers (KGO-KPO)
Entertainment Guide (CFCO)
Entre Nous (CBS)
Envoys of Melody (WJR)
Epicureans (WAAT)
Epilogue, The (WBAX)
Erev Shabboth (KYA)
Erlu Neese, Songs (WBIG)
Ernie Anderson and His Orchestra (KIUP)
Ernie Smith's Sportlite (KYA)
Ernest Kehr (WINS)
Eskimo Club (WCAD)
Esmeralda's Home Frolic (WMC)
Espanol (KYA)
Essays from Real Life (WHEB)
Esso News Reporter (NBC)
Esso Program (NBC)
Eta Alpha Programma (WDRC)
Etchings (WFAA)
Etchings in Black and White (WJJD)
Eternal Question, The (NBC)
Etiquints (KGO-KPO)
Europe Is a Powder Keg (WNEW)
Evangel in Song (WHJB)
Even as You & I (WISN)
Evening Altar (KDKA)
Evening at Home (WXYZ)
Evening at the Neighbors, An (KCKN)
Evening Bells (WGES)
Evening Breeze (KMBC)
Evening Concert (KGO-KPO)
Evening Echoes (KMA)
Evening in Naples (WAAT)
Evening in Old Virginia (WRVA)
Evening Melodies (WHB)
Evening Melodists (KTUL)
Evening Memories (KLO)
Evening Prelude (KGO-KPO, WTAM)
Evening Reverie (WRUF)
Evening Salon (KGO-KPO)
Evening Serenade (WHLB, WRUF, WPHR, IBS)
Evening Sports Review (WDEV)
Evening Star (WDBO)
Evensong (WHAM, CFRN, WDBO, CRS)
Evensong (WCLO)
Eventide Serenaders (WWL)
Evergreen and Tinsel (KDKA)
Evergreen Program (NBC)
Everready Hour (NBC)
Every Man's Palace (KGO-KPO)
Every Night at Eight (KONO)
Every Sunday 3-4 p.m. (KGCU)
Every Woman's Hour (KGNC)
Everybody Sing (WHBQ, KGO-KPO, KDYL, KGW-KEX)
Everybody's Birthday Party (KFBI)
Everybody's Hour (KLPM)
Everybody's Hymn Sing (WSIX)
Everybody's Music (CBS)
Everyday Beauty (NBC)
Everyday Happenings (WMBH)

Everyday Heroes (WCAE, WSB)
Exchange Bank Presents (WFOY)
Exchange Club (KMOX)
Exercise and Applesauce (KGO-KPO)
Exeter Bell Hops, The (KOL)
Experimental Drama (CBS)
Explorers Club (NBC)
(WQXR)
Exploring the 7 Arts
Exploring America with Carveth Wells (JVG)
Exploring Our Needs (WHA)
Express Isle Royale Broadcast (WEBC)
Ex-Rays of Trenton (WTNJ)
Extra Pair, The (KVI)
Eye Opener (WHBH, WESG, KGNC, WWVA)
Eye Opener Program (WBBC)
Eye Openers (WEAU)
Eye Witness of the News (WFBR)
Eyes Front (WGAR)
Eyes of the World (KOIN)
Eyes on Sports (KRBC)
Eyesight Dramas (WRR)
Ezra Martin and the Folks from Pleasant Valley (WBNS)

F

F. H. A. Forum (WFAS)
F.O.B. Detroit (WJR)
Fact Finder, The (WXYZ, KVI, WDRC)
Facts and Fancies (KDKA, WTAM, WJIM)
Facts and Fashions (WADC)
Facts, Not Fables (CHAB)
Facts Worth Knowing (KFUO)
Facts You Ought to Know (CFRN)
Fahey Brockman's Little Show (KOIN)
Fair Store (WMAQ)
Fair Variety Dance Party (WATL)
Fairway Facts (KGB)
Fairy Lady, The (KSLM)
Fairy Princess (KGNC, WMBO)
Fairy Tales (NBC)
Fairyland Express (WHN)
Faith Tabernacle (WCAO)
Faith Temple (WMBR)
Falconer's Noon Hour Clock (KCKN)
Familiar Melodies Presentation (KFH)
Familiar Songs (KGO-KPO)
Family Advisor (CFCO)
Family Album (KGO-KPO, WFBR, WWVA, WSAY)
Family Album of Music (WHN)
Family Album of Song (KMBC)
Family Altar (WHJB, WDGY, IBS, WMFD)
Family Altar of the Air (WDBO)
Family Circle (KFWB, WBZ-A)
Family Circle Hour (KGER)
Family Cook Book (KGO-KPO)
Family Doctor, The (KIRO)
Family Frolic (WFBR)
Family Fun (CBS)
Family Gathering (KFVS, WNBR)
Family Goes Abroad (NBC)
Family Man, The (WTMV)
Family Nurse, The (CBS)
Family of the Nations (CBS)
Family Party (WHJB, KDKA)
Family Theatre (CBS)
Family Theatre, The (CFCF)
Famous Actors Guild (NBC)
Famous Acts of the American Theatre (NBC)
Famous Artists on the Air (WDRC)
Famous Babies (CBS)
Famous Composers (WBZ-A)
Famous Dance Bands (WIND)
Famous Fallacies of Business (NBC)
Famous Folk (CBS)
Famous Foods Parade (KGO-KPO)
Famous Jury Trials (WLW)
Famous Homes of Famous Americans (WQXR)
Famous Loves (NBC)
Famous Men in History (WTCN)
Famous Pennsylvania Women of Yesteryears (WFIL)
Famous Philadelphia Woman of the Week (WIP)
Famous Romances (RRI)
Famous Scenes from Literature (WRUF)
Famous Songs and Their Stories (WMFJ)
Famous Violins (NBC)
Famous Women (KFUO)
Fanfare (WLS)
Fans and Pans (KXBY)
Fantasy (KGO-KPO)
Fantasy in Black and White (KTUL)
Farm & Home Almanac (CJCS)
Farm and Home Builders (WGRC)
Farm and Home Forum (KRBC)
Farm and Home Hour (KABR, WPHR, WMAQ)
Farm and Home Hour, The KFAB (KFAB)
Farm and Home Program (WHBB)
Farm and House Hour (WSPA)
Farm Bureau Forum and News (KRNR)
Farm Business Half Hour (KSAC)
Farm Community Program (CBS)
Farm Dinner Concert (WAAW)
Farm Features, WBT (WBT)
Farm Flashes (KGB, WBNX, WSBT, WFAM, KABR, KWTN)
Farm Forum, The (MWR)
Farm Forum, The WGY (WGY)
Farm Friends (WFMD)
Farm Frolic, The (KFVS)
Farm Hour (KSAC)
Farm Life (WCHS)
Farm Paper of the Air, The WGY (WGY)
Farm Sales (KFNF)
Farm Question Box (KOA, KFDY)
Farm Revue (KFIZ)
Farm Rhymes (KFDY)
Farm Woman (WJAG)
Farmer Bill (KGLO)
Farmer's Digest (KSLM)
Farmers' Exchange (WSAU)

Farmer's Forum (WSAY)
Farmer's Friend (KONO)
Farmer's Hour (KFBB, WHB, CJCO)
Farmer's Information Hour (KDFN)
Farmers' Saturday Night Frolic (KMA)
Farming in Dixie (WSB)
Farmyard Frolics (WTMJ)
Fascinating Facts (CBS)
Fascinating Melodies (KMOX)
Fascinating Rhythm (WRUF)
Fashion Chatter (UP)
Fashion Events with Helen Worden (NBC)
Fashion Facts of 1931 (CBS)
Fashion Flashes (KGO-KPO, KWK, KGNC)
Fashion Forecasts (NBC)
Fashion Parade (KHQ, WDRC)
Fashion Pointers (WSBT-WFAM)
Fashions and Fancies (KORE)
Fashions and Figures (NBC)
Fashions for Your Home (WHBQ)
Fashions in Fabric (WDAF)
Fashions in Furs (KANS)
Fashions in Loveliness (WTCN)
Fashions in Melody (KGB)
Fashionette (WIND)
Fate of the Clara Mae (KPDN)
Father and Son (KSD)
Father Knickerbocker (WOKO)
Father Reads the News (WHN)
Favorite Melodies (WBZ-A, WJR)
Favorite Stories from the Old Testament (KFUO)
Favorites Yours and Mine (WCBS)
Fay Frasers Studio Party (KGO-KPO)
Fay Templeton (NBC)
Feature Page, The KXBY (KXBY)
Featuring Tomorrow's Features (WKY)
Federal Housing Administration (CBS)
Federal Radio Drama (KRKD)
Federal Theatre Players (KYA)
Feed Facts (KPDN)
Feeding a City (NBC)
Feeling the Public Pulse (CBS)
Fehr's Players (WOAI)
Fellowship Hour (WHDL, KFBI, WINS)
Fels Farm Folks (WBOW)
Fels Naphtha Foresome (WCCO)
Feminine Angle, The (KFJZ)
Feminine Domain (KSLM)
Feminine Fancies (KHJ, CHAB, KFRC, WGBI, KCKN)
Feminine Newsflashes (WCCO)
Feminine Viewpoints (WJAS)
Ferris Wheel, The (WTCN)
Festive Board, Around the (CBS)
Festival of Lights (KGO-KPO)
Feter Scholom's Kindervinkle (WLTH)
Fibber McGee and Molly (NBC)
Fiddle Talks (KGO-KPO)
Fiddlers Fancy (CBS)
Fiddlers Three, The (KFYR)
Fiddlin' Around (KYA)
Fiddlin' Joe (WTMV)
Fidelity Family (KCKN)
Fields and Hall (NBC)
Fiesta (WRUF, KOB)
Fiesta at Rancho Pancho (KNX)
Fifteen Minutes in the Nation's Capitol (NBC)
Fifteen Minutes of Fun (NBC)
Fifth Avenue Fashions (NBC)
Fifth Ave. Knights (NBC)
Fifty Flying Fingers (KFOR)
Fifty Years a Chambermaid (NBC)
Files of Melody, The (KSD)
Film Favorites (WHB)
Final Edition (IBS, KGIW)
Financial Helps (WMCA)
Financial Service (KGO-KPO)
Findlay College Musicale (WJAY)
Fine Art Series (WAAB)
Fire (WBZ-A)
Firelight Fantasy (KGCX)
Fireman Club, The (WKRC)
Fireside and Home (KGHI)
Fireside Circle (WLLH)
Fireside Concert, The (KGEZ)
Fireside Fancies (WBAX)
Fireside Fantasies (WMT)
Fireside Fantasy (KGO-KPO)
Fireside Group, The (WELL)
Fireside Hour (KGW-KEX)
Fireside Hour (WBOW, KABC)
Fireside Interviews (WADC)
Fireside Legends (NBC)
Fireside Memory Hour (WWSW)
Fireside Quartette, The (WTMJ)
Fireside Recitals (NBC)
Fireside Reflections (WPAY)
Fireside Reveries (WGH)
Fireside Trio (KOVC)
First Call for Breakfast (WQAM)
First Impressions and Second Thoughts (WHAM)
First Lady of Swing (KWK)
First Nighter, The (NBC)
First Offender, The (WELI)
First Prize Kitchen Studio (WGY)
First Radio Parish Church of America (WCOP)
First Radio Parish Church of America Hour of Worship (WCSH)
First Timers Broadcast (WCSC)
First Timers (WWVA, KMBC)
1st Section Shoppers' Special (WCRC)
Fish and Game (WMCA)
Fish Facts and Fancies (WJAX)
Fish Jugglers (WALA)
Fish Pond (CBS)
Fishback Barn Dance (KGHI)
Fishback Old Fiddler's Contest (KGHI)
Fishing Fantasies (WISN)
Fishing Pool (KFSO)
Fitch Romances (NBC)
Five Arts (CBS)
Five Cards (KFO-KPO)
5 Chefs, The (KMPC)
5 Minutes (WEAU)
Five Jokers of Jazz (WKY)
Five-Minute Bible Test (KFUO)
Five Minute Mysteries (TH)
Five Minutes with Radio Stars (WDRC)
Five O'Clock Fun (KXBY)
Five O'Clock Rhythm (WTHT)
Five O'Clock Sweethearts (CBS)
Five Spirits of Rhythm (CBS)
Five Star Final (WRJN, WMCA)
Five Star Jones (NBC)
Five Star Revue, The (WTAR)
Five Star Theatre (NBC)
Five Strings, The (WBIG)
5:30 Club (WAAT)
Flame Fighters (WHN)
Flanagrams (WBBM)
Flapperettes (WHB)
Flash Gordon (WBS)

Flax Schutchers (WHJB)
Fleischmann Hour (NBC)
Flint Today (WFDF)
Flirtations (KGO-KPO)
Floor Show (KYA, CRS)
Florence George (WENR)
Florence Rangers (WBZ-A)
Florence Trio (WAAT)
Florida Cowboys (WDBO)
Florida Facts (WRUF)
Florida Farm Hour (WRUF)
Florida Fishing (WJAX)
Florida Home Neighbor (WRUF)
Florida, the Garden Beautiful (WRUF)
Florida's Original Cowgirl (WJNO)
Florsheim Frolic (NBC)
Florsheim's Sunday Feature (NBC)
Flower & Garden Man (WHB)
Flower Club of the Air (KFXR)
Flower Lady (KFNF)
Flowers for Madame (WMBH)
Flowers for the Living (WMBH)
Floyd Gibbons (NBC)
Flurrferettes, The (WNAC)
Flying Dutchmen (WLW)
Flying Family, The (NBC)
Flying Fingers (WTAM, KGO-KPO)
Flying Reporters, The (WMBC, KPPC)
Flying Time (WENR)
Flyosan Flychasers (NBC)
Fo'cstl Melodies (KHJ)
Folgeria (KHJ)
Folger Serenade (WDAF)
Folio of Facts (KFVS)
Folk Festival Dance Party (WLTH)
Folk Music of the South (NBC)
Folk Song Lady (WIP)
Folklore (NBC)
Folks from Dixie (NBC)
Folks from Neighborville (KFAB)
Follies of the Air (CBS)
Follow the Cardinals (KGHI)
Follow the Moon (NBC)
Following the Eagle (WBRC)
Following the Reds (WSAI)
Fond du Lac Hour (KFIZ)
Food for Thought (KFUO)
Food Fundamentals (CBS)
Food Magician (KGO-KPO)
Food Scout, The (WMBH)
Foolish Fables (WFAA)
Foolish Questions (WAAF)
Football Forecasts (CBS)
Football Hi-Lites (WOAI)
Football Jamboree (CBS)
Football News (WDRC)
Football Rally (KGO-KPO)
Football Reporter, The (CBS)
Football Results and Predictions (CBS)
Football Review (KGO-KPO)
Football Souvenir Program (CBS)
Football Special (KGO-KPO)
Football Sweepstakes (KGB)
Footlight Fancies (WBZ-A)
Footlight Fantasies (KGO-KPO)
Footlight Fantasy (KOIN)
Footlight Flashes (WBZ-A)
Footlight Follies (KYOS)
Footlight Miniatures (WMCA)
Footlights and Stardust (WWSW)
Footnotes (WESG)
Footnotes in Headlines (NBC)
Footnotes on the Headlines (WBAA)
For Alle Skandanavia (CFRN)
For Better Hearing (WHDL)
For Girls and Boys Only (KGO-KPO)
For Ladies Only (WNBX, WSGN, WMFD)
For Men Only (WJAY, KFWB, WLW)
For Mother and Dad (KGHI, KFWB, WHJB)
For the Ladies (WTCN, WABI)
For the Mr. & Mrs. at Home (KGO-KPO)
For the Shut-Ins (KGB)
For Women Only (KTUL, WCKY, WFBM)
For Worriers Only (WMCA)
For You (KTUL)
For You Alone (KWSC)
For You and Me (WATR)
For Your Health's Sake (WMBR)
For Your Information (WJAS)
Ford Minstrel Show (WDAF)
Ford Ranger Revue (KOA)
Ford V-8 Revue (WBS)
Forecast School of Cookery (NBC)
Forecasting 1937 (CBS)
Foreign Affairs Forum (WMCA)
Foreign Language Courses (KFI)
Foreign Language Half Hour (KFUO)
Foreign Series (WMFG)
Foremost Safety Club (WMBR)
Forever Young (NBC)
Forget-Me-Nots (KGO-KPO)
Forging Ahead with Old Dorge (WGBI)
Forgotten Favorites (CJOC)
Fort San Program (CHAB)
Fortune Calls (WISN)
Forty-Five Minutes from Broadway (KGO-KPO)
Forty Flying Fingers (CBS)
Forty-Niners, The (WEBC)
Forward Hour, The (WEVD)
Forward March (KABC)
Forward Peoria (WMBD)
Forward with Lake Charles (KPLC)
Founding a Nation (NBC)
Fountain of Song (NBC)
Four Aces (WELL)
Four Barbers (CBS)
Four Clubmen (CBS)
Four Deuces, The (WRVA)
Four Dots (WMAL)
Four Eleven Alarm (WSBT-WFAM)
Four Eye Club, The (WSB)
Four Firemen (WKY)
Four Flats (KMPC)
4 H Program (KSAC)
Four Hand Piano Recitals (WCAD)
Four Horsemen (WCCO)
Four Houses of Harmony (WHB)
Four Ink Spots (NBC)
Four Jolly Bakers (KFVS)
Four Midshipmen, The (WCMI)
Four Modernaires (WLW)
Four Pals (KOA)
Four Provinces Irish Program (WDAS)
Four Southern Knights (WDRC)
Four Star Frolic (CKLW)
Four Star Melodies (KDB)
Four Star Revue, The (KMOX)
Four Thousand Leagues Under the Sea (MWR)
Four White Mules (WOAI)
4 X Presentation, The (CKCD)
Fourth Clue, The (CFSO)
Fox Fancies (KFVD)
Fox Fur Trappers (NBC)
Foxes of Flatbush (NBC)
Foxy Grandpa Club (KFVS)
Frame of Hits (WHBF)
Francaise (WINS)
Frances Lee Barton (NBC)
Frank and Ernest (KWK)
Frank and Gene (WGY)
Frank Buck Program (NBC)
Frank Crumit and the New Englanders (NBC)
Frank Fay Calling (NBC)
Frank Watanabe (WMAQ)

Frankie and Johnnie (WPHR)
Franklin Dessert Time (WDAF)
Fraternity House (KFAC)
Fred Astaire (NBC)
Fred Kent and His Gang (WBIG)
Fred Kirby (WBT)
Fred Morell's Ramblers (CFLC)
Fred Parker, Organist (WIS)
Fred Waring and His Pennsylvanians (NBC)
Free for All (NBC)
Freihofer's Baker Boys (WGY)
French Trio (CBS)
Friday Evening Concerts (NBC)
Friday Melody Revue (WBBM)
Friday Night Club of the Air (CKTB)
Friday Smoker, The (WMT)
Friend in Need (WPAY)
Friend of Friends (WPAY)
Friend of the Family (CBS)
Friend of Youth (WCAU)
Friendly Adviser (KFUO)
Friendly Circle (KSLM, KFXR)
Friendly Counselor, The (WDAF, WBNS)
Friendly Debates (KFUO)
Friendly Five Footnotes (NBC)
Friendly Folks (WICC)
Friendly Forum (WMBD)
Friendly Hour, The (KONO, KVI, WDOD)
Friendly Motorist, The (KGNC)
Friendly Mountaineer (WDRC)
Friendly Muse (KMBC)
Friendly Neighbor, The (KXBY)
Friendly Neighbors (WTCN)
Friendly Neighbors, KMA's (KMA)
Friendly Observer, The (WNBC)
Friendly Poet (KIUN)
Friendly Quarter Hour, The (KWG)
Friendly Thoughts and Songs (WDRC)
Friendly Troubador, The (KFAB, WSB)
Friendly Voice, The (WMBR, WSOC)
Friends and Neighbors (WSAY, WSM)
Friends of Yours (WHB)
Friendship Circle, The (WBTM, WPTF)
Friendship Circle Hour (KMED)
Friendship Village (NBC)
Frigidaire Frolics (KFVS)
Frigidaire Snowbirds (KFVS)
Frim Sisters (WLW)
Frigidairions (KWTN)
Frivolities (KYA, KCKN)
Frohne Sisters, The (WXYZ)
Frolic Time (KMOX)
From Berlin to Brahms (WGAR)
From Cotton Fields to Harlem (WHK)
From Headquarters (WSAI)
From Old Vienna (CBS)
From Studio "A" (KSOO)
From the Bookshelf (CKY)
From the Mayor's Office (WAAB)
From the Music Box (WRUF)
From the Patio (WOAI)
From the St. Lawrence Hilltop (WCAD)
From Treasured Volumes (WHA)
Front Page Drama (WINS)
Front Page News (WKRC)
Front Page Patrol (KMOX)
Front Page Personalities (CBS)
Front Page, The WMBH (WMBH)
Front Page, The (WHBQ, KGIW)
Frontier Days (NBC)
Frosty Tunes (WHB)
Frozen Flame (WHB)
Fu Manchu Mystery (CBS)
Fulco's Tangos (WWL)
Full Gospel Hour (WTMV)
Full Speed Ahead (CBS)
Fuller Man (NBC)
Fun for the Family (NBC)
Fun Shoppe (WMCA)
Funfest (WHB, WAVE)
Funk & Wagnalls Co., Literary Digest (NBC)
Funny Bone Follies (WGN)
Funny Paper Club (WTJS)
Funny Paper Man (KMBC, WAAW)
Funny Things (CBS)
Funnyboners (CBS)
Furniture Facts (KFVS, KFVD)
Furtown Follies (WJAS)
Futura (KXBY)
Future All-American Club (WCAE)
Future Citizen (WJJD)
Future Stars (WCPO)
Futuristic Rhythm (KGO-KPO)
Fuzzy and Ralph (KGNF)

G

Gabby Dames (WDAF)
Gadabout, The (KVOR)
Gadabout and Her Boy Friend (WKY)
Gadabout and Her Gang (WHB)
Gadabouts (WHIO)
Gadgets and Doodads Shop (WGH)
Gaites du Regiments, Les (CKCV)
Galaxy and Verse (WLTH)
Galaxy of Stars (NBC)
Galloping Housewives (WHB)
Gamboleers (MWR)
Games of Aircyclopedia, The (NBC)
Gang from Gorman's (WHB)
Gangbusters (CBS)
Gangplank Gossip (WBBM)
Gang Plank, The WMCA (WMCA)
Gang's All Here, The (WKRC)
Gangs & Gangsters (NBC)
Gant Hardware Request Program (KDFN)
Garden Club, The (KFEQ, WPHR)
Garden Gossip (WBZ-A)
Garden Guide (KGO-KPO)
Garden Melodies (NBC)
Garden of Melody (KFLA, KGEZ, MacG)
Garden of Melody Party (NBC)
Garden of Memories (KLO)

Garden School of the Air (KGER)
Garden of Thoughts (WHN)
Garden of Tomorrow (CKCD)
Gardens (NBC)
Gardens of the Nations, The (NBC)
Garland of Old Fashioned Roses (WMBD)
Gary News Review (WIND)
Gary Police Blotter (WIND)
Gaslight Harmonies (WBS)
Gaslight Theatre (WMCA)
Gately's Sidewalk Reporter (WEBC)
Gateway to Loveliness (WNBC)
Gator Night Club (WRUF)
Gauchos, The (CBS)
Gay Fashionette (WAVE)
Gay 90's Amateur Hour (WSAI)
Gay Nineties, The (WDAF)
Gay Vienna (NBC)
Gaystees Program (NBC)
Gems from Broadway (WHB)
Gems from the Musical Comedies (WRUF)
Gems in Meter (WCBA-WSAN)
Gems of Color (NBC)
Gems of Gloaming (KORE)
Gems of Life (WMBH)
Gems of Literature (WHA)
Gems of Melody (WBS, WBZ-A)
Gems of Song (KRE)
Gems of Truth (KRE)
Gene and Glenn (MWR)
G. E. Bandmaster (KOMA, WBS)
General Electric Hour (KOA)
General Electric Twilight Hour (NBC)
General Gershelman (WLTH)
General Motors Family Party (NBC)
General Store (RRI, WHBB)
Generals on Parade (WDNC)
Gentle Reader, The (WDAF)
Gentleman from the South (KWK)
Gentleman Jim (CKY)
Gentlemen of the Press (WBZ-A)
Geographical Travelogue (KGW-KEX)
George and Elmer (KGNF)
George and Jennie (WOAI)
George Chappel and His Oldtime Merrymakers (CFCY)
George Shackley at the Organ (WQXR)
George Watkins (KGFF)
Georgia Crackers, The (WHKC)
Georgia Garden Pilgrimage (WSB)
Georgia Jamboree (WSB)
Georgia Minstrel Boys (WGY)
Georgia Progress Program (WSB)
German-American Band (KYA)
German Band (WSAU)
German Band, The WOC (WOC)
German Lieder (CBS)
German Program (WJAG)
German Radio Revue (WWRL)
Gerry and Gus (CKCD)
Gertrude Lewis and Her Musical Newsettes (WDGY)
Get Acquainted Audition (KFEQ)
Getting Along in Life (CKCO)
Ghost Club, The (KDYL)
Ghost Corps, The (RRI)
Ghost in the Garret, The (KWTO)
Ghost Piano Player, The (KOY)
Ghost Stories (CBS)
Ghost Town (KGO-KPO)
Ghosts (KXBY)
Ghosts Walk (CBS)
Gibson Family (NBC)
Gift of Gab (WMCA)
Gilbert & Sullivan Gems (NBC)
Gilbert & Sullivan Hour (WQXR)
Gilbert Seldes (NBC)
Gilberts, The (NBC)
Gilmore Circus (KFI)
Gioia Radio Musicale (WHAM)
Girl About Town (NBC)
Girl Alone (NBC)
Girl at the Music Counter, The (KFEQ)
Girl Behind the Counter, The (WHN)
Girl Friends (KGO-KPO, WBZ-A)
Girl from Aguila, The (WPHR)
Girl from Gimbel's, The (WTMJ)
Girl from Indiana (WGRC)
Girl in the Music Counter (KFWB)
Girl in Violet, The (WTAG)
Girl Next Door, The (KIUL)
Girl of My Dreams (KMA)
Girl of the Golden West (NBC)
Girl on the Corner, The (WPHR)
Girl Reporter (WOAI)
Girl Who Lives Next Door (NBC)
Girls from the Golden West (NBC)
Girls of the Kitchen (WGBI)
Git (WGRC)
Give Us the Funnies (NBC)
Gladys Swarthout (NBC)
Gleeful Notes (WPHR)
Glengarians, The (CKCD)
Glimpses of Grand Opera (WTMV)
Globe Al Headlines (KHJ)
Globe News from Round the Globe (KGNO)
Globe Reporter, The (KGBI)
Globe Trotter (KGO-KPO, WENR)
Globe Trotting Troubadour (WMCA)
Globetrotter, J. Knox Gibble (WINS)
Gloom Busters (WESG)
Gloom Chasers (WWSW, WOV)
Gloomy Gus (WKY)
Gloria Dale (MWR)
Gloria Gay's Affairs (NBC)
Gloyne Reviews the News (KFOR)
Go to Church (WAIM, WSYR)
Gobel Mystery Girl (NBC)
Godfrey's Gazette (WJSV)
God's Half Hour (KUOA)
Goebel Quartette (MWR)
Goetz Country Club of the Air (WBS)
Goin' Down to Rio (KLO)
Going Home for Christmas (KGO-KPO)
Going Forward with Shreveport (KWKH)
Going Through Life with Betty and Bob (CBS)
Going to Press (CBS)
Going to Town (WCMI)
Gold Coast Express (WEAU)
Gold Medal Express (NBC)
Goldbergs, The (NBC)
Golden Arrow Ensemble (WAAT)
Golden Blossoms (NBC)
Golden Chalice (KBIX)
Golden Days (KRE)
Golden Empire Trio (KHSL)
Golden Gate Jubilee Quartette (WIS)
Golden Gems (NBC)
Golden Half Hour (WJW)
Golden Hour, The (KOIL)
Golden Hour of Music (WBOW)
Golden Keys to Your Heart (WBRC)
Golden Legends (KGO-KPO)
Golden Lute (WMCA)
Golden Melodies (KGO-KPO, KOA)
Golden Memories (KPDN)
Golden Nugget (NBC)

Golden Quarter Hour, The (WBIG, WSJS)
Golden Rule Service (KFNF)
Golden Rule Sunday Program (NBC)
Golden State Family Robinson (KGO-KPO)
Golden State Menu Flashes (KGO-KPO)
Golden Strings (WTAM)
Golden Thoughts (WSUN, WMBC)
Golden Thoughts—Ben and Bob (KFUO)
Golden Treasury, The (WCBA-WSAN)
Goldman Band Concerts (NBC)
Golf Nuts, The (WBZ-A)
Golf Tips (KGNC)
Good Afternoon, Neighbor (WCAO)
Good Cheer Club (WCLO)
Good Coffee Boys (WDOD)
Good Evening Orchestra (WKZO)
Good Gulf Gang (KIUN)
Good Morning (KGO-KPO, WDEV)
Good Morning Club (WJAG)
Good Morning Farm Hour (CFCO)
Good Morning, Judge (WMBR, KSL)
Good Morning Melodies (NBC)
Good Morning, Mrs. Homemaker (WHBB)
Good Morning, Neighbor (KPMC, WCMI)
Good Morning Tonight (KGO-KPO)
Good Morning To You (KFAB)
Good Neighbor (WMBD)
Good Neighbor League (CBS)
Good Neighbor Programs (WHIO)
Good News (KGB)
Good News Magazine (KDKA)
Good News Program (KLPM)
Good News Tunes (WIND)
Good Old Days, The (NBC)
Good Old Timers (WFAA, KABC)
Good Samaritan, The (WSB)
Good Ship Treasure Chest (WIS)
Good Time Grab Bag (WTMV)
Good Time Society (WENR)
Good Will Union Programs (WINS)
Good Will Ambassador (WHB, WJR)
Good Will Court (WMCA)
Good Will Family (KWTO)
Good Will Half Hour (KFOR)
Good Will Hour (WMCA)
Good Will Industries (KOA)
Good Will Program (WAVE)
Goodman's Jewel Box (WMC)
Goodyear All-Weather Club of the Air, The (KOCA)
Goofies, The (CKCL)
Goofus Gang, The (WRVA)
Goofy Club (WALA)
Goofy Tone Follies (KXBY)
Goopy Geer (KMBC)
Goose Creek Parson (CBS)
Gospel Call, The (WEED)
Gospel Duo (KGNF)
Gospel Hour (KVOA, KFUO, KHSL, WDEV)
Gospel in Song (KFUO)
Gospel Meditation (WHJB)
Gospel Melodies (WHBB)
Gospel Pianist (WMBR)
Gospel Singer, The (WBZ-A)
Gospel Singers (KFUO, WJAG)
Gospel Thought Hour (KGCX)
Gossip Behind the Microphone (CBS)
Gossipers, The KMOX (KMOX)
Gothamaires, The (CBS)
Gothic Echoes (NBC)
Government and Home (CBS)
Government Club (NBC)
Grab Bag (KDKA, KGNC, WTNJ, KFNF, KGO-KPO, KONO)
Grace and Eddie Albert (NBC)
Grace Fresh (WCAO)
Grace Notes (CBS)
Grady Cole (WBT)
Gramophone Echoes (WSBT-WFAM)
Grand Canyon Program (NBC)
Grand Hotel (NBC)
Grand Ole "Finalie," The (WHBB)
Grand Ol' Opry (WSM)
Grand Opera Concert (CBS)
Grand Opera Miniatures (CBS)
Grand Piano Boys (CBS)
Grand Prize Eurekas, The (NBC)
Grand Rapids Matinee (WEBC)
Grand Stand and Band Stand (WMCA)
Grandma Goes Modern (WCAU)
Grandma's Night Out (WMCA)
Grandmother's Trunk (NBC)
Grandpa and Snuggins (WCAU)
Grandpa Burton (NBC)
Grandpap and His Barn Dance (WSVA)
Grandstand Gossip (KXBY)
Grandstand, The (WKY)
Graney's Sport Review (WJAY)
Granges on Parade (KFIO)
Granny Stubbins (CHAB)
Grant Park Concerts (NBC)
Grant Snooper, The (KBIX)
Great Birthdays of History (WDRC)
Great Lakes Revue (CBS)
Great Lakes Spelling Bee (WJAY)
Great Men and Great Moments (WOKO)
Great Men in Great Crises (KFUO)
Great Moments in Science (NBC)
Great Moments of History (NBC)
Great Names in Washington History (WOL)
Great Personalities (NBC)
Great Waltz (NBC)
Great Western Chefs (WDAF)
Greater Boston High School Radio News Service (WCOP)
Greater Louisville Hour (WHAS)
Greatest Hymns in the Light of the Greatest Book (KFUO)
Green Bottle Tavern (WSAI)
Green Hornet, The (WXYZ)
Green Joker, The (RRI)
Green Mountain Boys (NBC)
Green Room (WBRB)
Greenfield Village Chapel (CBS)
Greetings from Old Kentucky (WHAS)
Grey Velvet Moods (KMBC)
Gridiron Guesses (KGB)
Grimshaw Concert Party, The (CFLC)
Gringola (WIND)
Grits and Gravy (KWKH)
Grocery Clerks, The (KTAT)
Grouch Club (KFVD)
Grummits, The (NBC)
Grunow Parade, The (WDEV)
Guardians of the Highway (WHO)
Guardsmen (KGO-KPO)
Guess Again (WHBF)

Guess Night (WGES)
Guess the Orchestra (WAAW)
Guess What (KLPM)
Guess What Program (KGCX)
Guess Who (WDRC)
Guest Artists, WTJS (WTJS)
Guest of the Evening (KGW-KEX)
Guide to Happiness (WGAR)
Guiding Light, The (NBC)
Guiseppe Verdi Forty Novelty Strings (WOV)
Gulf Musical Varieties (WSUN)
Gulf Stream Fishermen, The (WBRC)
Gunther Get Together, The (WJSV)
Gunn's Sport Shots (WCSC)
Gus Clark Review (WXYZ)
Gus Edwards' School Days of the Air (KFWB)
Gus Haenschen's Parade of Melody (NBC)
Gus Van—the Keds Man (NBC)
Guy Hedlund and His Playhouse (WTIC)
Guy in the Gutter, The (KXBY)
Gwen McCleary (IBS)
Gwendolyn Farrell (WBIG)
Gypsiana (KGO-KPO)
Gypsy Jack and Tina (WOW)
Gypsies of Hungary (WJAY)
Gypsy Camp (CBS)
Gypsy Caravan (CKCD)
Gypsy Ensemble (WDRC)
Gypsy Fiddles (KGO-KPO)
Gypsy Moods (WHK, WRUF)
Gypsy Music Makers (CBS)
Gypsy Revels (KYW)
Gypsy Stardust (KXBY)
Gypsy Trail (CBS)

H

Hacienda Melodies (NBC)
Hadassah Programs (NBC)
Hagan Family (WPHR)
Hal Nichols' School Kids (KFOX)
Half Century Club, The (WCMI)
Half Hour for Men (NBC)
Half Hour in the Nation's Capitol (NBC)
Half Hour Organ Recitals (KFUO)
Half Hour with the Poets (WBZ-A)
Half-Remembered Rhymes (WHAM)
Half-Wit Hotel (WMBH)
Hall of Fame (NBC)
Hall's Whos'it Hour (KFH)
Hallelujah Hour (KHJ)
Haller Harmonie Honeys (WJAS)
Halligan Demitasse, The (WMT)
Hamilton Brown Sketch Book (NBC)
Hammerstein Music Hall (CBS)
Hammond Harmonies (WCBS)
Hammond Shopper (WIND)
Hanakoa Hawaiians (CKTB)
Hand of Friendship (KMPC)
Handicap Hour (WJW)
Handwriting Sherlock (KLZ)
Hangar Chats (KMPC)
Hank and Herb (WHAM)
Hank Keene's Connecticut Hillbillies (WTIC)
Hank Simmons Show Boat (CBS)
Hank's Hay Barn (KFEQ)
Hans and Syd (WOV)
Hap Tulliver (NBC)
Happy and His Accordion (KTUL)
Happy Bachelors (CKWX)
Happy Chappies (KMPC, IBS)
Happy Days (WNBH)
Happy Days in Dixie (WCKY)
Happy Footmen, The (WSBT-WFAM)
Happy Four, The (WGBI)
Happy-Go-Lucky Hour (WFRC, KHJ)
Happy-Go-Lucky Time (WJJD)
Happy Half Hour (WDEV)
Happy Hal's Barn Dance (WMCA)
Happy Hank (WGY)
Happy Harmonies (WJJD, WJBO)
Happy Herb (KMOX)
Happy Hollow (KMBC)
Happy Hollow Barn Dance Varieties (KMBC)
Happy Homemakers (KFVS)
Happy Home Revue (WPHR)
Happy Homes (KHJ)
Happy Hopkins Family (KOA)
Happy Hour, The (WBRC)
Happy Hour Club (WMBC)
Happy Hunters (KMOX)
Happy Jack (WENR)
Happy Kitchen (KMBC)
Happy Minstrel (CKTB)
Happy Moments (WCBS)
Happy Repairmen (KYA)
Happy Scandinavians (WLTH)
Happy Tho Married (WLTH)
Happy Mammy Jinny (KGER)
Happy Rangers, The (WINS)
Happy Train (WMBD)
Happy Times (WLW)
Happy Tunes (KGO-KPO)
Happy Wonder Bakers (NBC)
Happyland (KHSL)
Happytime Hoedown (KYOS)
Happier Lives (WBZ-A)
Happily Ever After (WFBR)
Happiness Ahead (KMBC)
Happiness Boys (NBC)
Happiness Circle (WMCA)
Happiness Express (WTMV)
Happiness Herald (WTMV)
Happiness Hour (WEBQ, WATR)
Happiness House (WXYZ)
Happiness Review (WIND)
Happiness Village (WBRB)
Harbor Lights (CHNS, KGO-KPO)
Harbor of Harmony (KGCX, KUOA)
Harbor of Hope (KMPC)
Hardware Hints (KPDN)
Hardwick Court (WLVA)
Haring Sisters (KFIZ)
Harlem Family (WMCA)
Harlem Frolics (NBC)
Harlem Harmonies (WRUF, KFPY)

Harlem Prayer Meeting (WBNX)
Harlem Rhythm (WIL)
Harlem Serenade (CBS)
Harlem Varieties (WMCA)
Harlemania (KWTO)
Harmaniacs (WESG)
Harmoneers, The (WBZ-A)
Harmonettes (WDEV, WAAT)
Harmonica Rogues (KFIZ)
Harmonies and Contracts (CBS)
Harmonium Harmonies (KYOS)
Harmony and Discord (KGVO)
Harmony Cottage (WAAT)
Harmony Four (WRGA)
Harmony Girls (WDRC)
Harmony Highways (WKRC)
Harmony Hodge Podge (KGVO)
Harmony Hotel (WHB)
Harmony House (KNX, WBZ-A)
Harmony Isle (WEMP)
Harmony Lane (KGO-KPO)
Harmony Road (WBNX)
Harmony Trails (WFIL)
Harmony Twins (WGY)
Harold Dana in Your Songs and His (KGO-KPO)
Harp Old Timers (KGFF)
Harrison Jubilee Choir (WMCA)
Harry Horlick and His A & P Gypsies (NBC)
Harry Kogen Orchestra (WENR)
Harry T. Burleigh Singers (WPHR)
Hartford on the Air (WTIC)
Hartford Public Schools Program (WDRC)
Hartford School of the Air (WDRC)
Hartford Speaks (WTHT)
Hartt School of Music Program (WDRC)
Harvester Harmony (KGVO)
Harvey Hays (WMAQ)
Haskin Questions (KFIZ)
Hat Box (WCHS)
Hats Off (WHBF)
Hatchery Boys (WAAW)
Haunted House (CBS)
Have Women Made Good in Government (NBC)
Have You a Job (WATR)
Have You Heard (KVI, KOL)
Haverty's Swingtime (WCSC)
Hawaii Calls (KGMB)
Hawaii—the Land of Make Believe (WDOD)
Hawaii Serenades (KGMB)
Hawaiian Echoes (WRUF, WRGA, KRKO, WHIO, WJJD, KEPY)
Hawaiian Harmonies (KABC)
Hawaiian Harmony (KGVO)
Hawaiian Magic (WHBB)
Hawaiian Melodies (KHSL)
Hawaiian Moods (KLO)
Hawaiian Revelers (WMCA)
Hawaiian Reveries (KVOA)
Hawaiian Serenade (WIND)
Hawaiian Serenaders (WDBO)
Hawaiian Shadows (CBS)
Hawaiian Troubadors, The (WRR)
Hawk, The (KGEZ, Mac G)
Hawthorne House (KGO-KPO)
Hawtrey of the Mounted (WGY)
Hayden's Noon-day Varieties (WOW)
Hayden Planetarium Talk (WINS)
Hayes-Lucas Dream House (KROC)
Hay Ride, The (WBRC, WCPO)
Hayloft, The (WFAS)
Hayloft Hi-Jinks (WEBQ)
Hayloft Hoosiers (KTUL)
Hayloft Jamboree (WSBT-WFAM)
Hazel Johnson's Memory Program (KFYR)
H-Bar-O Rangers (CBS)
He, She and They (CBS)
Headin' South (NBC)
Headline Highlights (WGY)
Headline Personalities (KERN)
Headlines (KFNF)
Headlines from Home (KFI, KECA)
Headlines from the Past (WKY)
Headlines in the Making (WBT)
Headlines of Other Days (WTCN)
Headlines of the Air (WIL)
Headlines of the Week (KMOX, WDAF)
Headlines of Yesterday (WBNS, KFOR)
Headlines, The KERN (KERN)
Headliners—1937 (KOL)
Healani of the South Seas (NBC)
Health and Beauty (KTUL)
Health and Happiness (WFLA)
Health Express (KGA)
Health Hunters (WGY)
Health Parade, The (KGNC)
Health Spot (WROL)
Health Talk (WFIZ)
Health Winners (WHA)
Hearing the Symphonies (CJIC)
Heart and Hearth (KFUO)
Heart Beats of Atanta (WSB)
Heart of Illinois News (WMBD)
Heart Songs (CHNS, RRI)
Heart Throbs (KFUO)
Heart to Heart Talk (KGCX)
Heart to Heart with You (KFUO)
Hearts Adrift—The Friendship Mart (WCOP)
Heartstring Tugs (WSAI)
Hearth and Home (KFUO)
Hearth and Home Hour (KBTM)
Hearth Harmonies (KYOS)
Heat Wave (WISN)
Heaven and Home Hour (WCBD)
Hecklers Paradise (WHBQ)
Heck's Bike Shop (KFOX)
Hector Sage, State Crossroads News Correspondent (WHDL)
Heel Hugger Harmonies (NBC)
Heinie and Carl (WOW)
Heinie and His Grenadiers (WTMJ)
Hektor—the Scotch Heating Engineer (WADC)
Helen Hayes (NBC)
Helen Jane Behike (WMAQ)
Helen Nugent (WLW)
Hell's Kitchen (WMCA)
Hellman Troubadour (NBC)
Hello Gang (WGRC)
Hello, Michiana (WSBT-WFAM)
Hello, Neighbor (WCAE, KABC)
Hello, Ohio (WBNS)
Hello, Peggy (WBS)
Hello, World (KLZ)
Help the Needy (WMBR)
Help Thy Neighbor (KHJ, WCHS)
Help Your Neighbor (WSYR)
Helpful Harry's Household Hints (WBS, KGO-KPO)
Helpful Hints (KGO-KPO)
Helpful Hints Exchange (WTAG)
Helping Hand (WMCA)
Hemlock Tree, The (KGW-KEN)
Hemenway's Headlines (KALB)
Hencacklers (WPAY)
Henri and the Kids (WCSC)
Henry and Jerome (WHB)
Henry Busse and Orchestra (NBC)

Henry M. Neely—Garden Talk (NBC)
Henry Morgan's House Party (WNAC)
Herb Cook and Three Little Words (WHB)
Herb Dana on Football (KGO-KPO)
Herbert Claytor and Company (WPHR)
Here and There (KFUO)
Here and There in Music (KGVO)
Here and There in the Headlines (WOAI)
Here and There in the News in North Iowa (KGLO)
Here Come the British (KONO)
Here Comes the Band (WAVE)
Here, There and Everywhere (KTUL)
Here's to Dancing (WHLB)
Here's to You (KYOS)
Herman and Banta (NBC)
Herman and Peggy KFVS)
Hermosa Harmony (KIUP)
Heroes and Patriots (NBC)
Heroes Meet When (CBS)
Heroes of Health (NBC)
Heroes of History (WHA)
Heroes of the Church (CBS)
Heroes of Today (WJR)
Herr Fritz (KFVS)
Hershfield's Laugh Parade (WMCA)
Hessenbergers (NBC)
Heward's Orchestra (CFLC)
HiBoys (WGY)
Hi Perkins Barn Dance (WDAY)
Hick Ree Nuts (WGAR)
Hickey and His Hickory Nuts (WWL)
Hickok Program—Pewee and Windy (NBC)
Hickville Nuts (WSBT-WFAM)
Hidden Treasures (KFUO)
High and Low (IBS)
High-Flyers, The (KFIZ, WTMJ)
High Gear (CBS)
High Noon Heat Wave (WIND)
High Jinx (KGA)
High Priests of Harmony (WGY)
High Rock Jamboree (WFMD)
High School Amateur Hour (WMCA)
High School Amateur Program (WTAR)
High School Football Forum (WNEW)
High School Forum (WBRB)
High School Hour (KGO-KPO, WFBM)
High School News Reporter (KVI)
High School Opportunity Club (WMCA)
High School Reporter (WMCA)
High School Students Fountain Hour (WSAI)
High School Students Solo Singing Contest (NBC)
Highland Park (KFVD)
Highlander Hillbillies (KGVO)
Highlighting Your Radio Day (WMBH)
Highlights and Harmonies (NBC)
Highlights and Oddities in the News (WDRC)
Highlights from Latin America (NBC)
Highlights in Civic Pride (WPHR)
Highlights in Connecticut Sports (WDRC)
Highlights in Music (WRR)
Highlights in the State Legislature (WMCA)
Highlights of Sport (KMBC, WPHR)
Highlights of the Day's News (KFVS)
Highlights of the News (WCHV)
Highroad of Adventure (NBC)
Highway Patrol, The (KLO)
Highway Safety (WDRC)
Highways and Speedways (WMCA)
Highways of Rhythm (WISN)
Highways to Happiness (KMPC)
Hi-Grade Melodies (KMBC)
Hi-Hilarities (MacG)
Hiking Thru the British Isles (CFRN)
Hilda King (WCAO)
Hill & Dale (KOL)
Hill Billie Flappers (KTUL)
Hillbillies (KGO-KPO)
Hill Billy Amateur Contest, The (WLVA)
Hillbilly Band (WSPA)
Hill Billy Boys (WOAI)
Hill Billy Harmonies (WTJS)
Hill Billy Harmony (KGVO)
Hill Billy Heart Throbs (NBC)
Hillbilly Highlights (WROL)
Hill Billy Hi-Jinks (KFPY)
Hillbilly Hilda (WECC)
Hillbilly Hulabaloo (WCPO)
Hill Billy Plumber (WTMV)
Hill Billy Ramblers (WDNC)
Hill Billy Rell (KFBI)
Hill Billy Twins (WMFD)
Hill Country Harmonies (WELI)
Hills and Plains (WOAI)
Hills of Home (WRUF)
Hilltop Players (KOIL)
Hilton Hints (KFVD)
Hind's Romance Exchange (NBC)
Hinky Dinks Program, The (WLVA)
Hints for Ailing Houses (CBS)
Hints to the Homemaker (KONO)
Hiram Horn's Store in Splintersville (KFEQ)
Hired Help Skylark (WSB)
His Fathers Brother (WAIM)
His Majesty, the Baby (WMBD, WHBF, WISN)
Historical Sketches (KGO-KPO)
History Behind the Headlines (CBS)
History in the Making (WBBM)
History of Medicine (NBC)
History Period (KFUO)
Hitch Hikers (NBC)
Hitching Your Hobby (WMCA)
Hit of the Day (WKZO, CKWX)
Hits of Phonograph Days (WCLO)
Hit Parade (WCBS)
Hits and Bits (KSOO)
Hits and Encores (KXBY, WBS, CHSJ)
Hits and Headlines (WAAT)
Hits from Broadway (WGY)
Hits from Hollywood (WHB, WAAW)
Hits from Shows (WGY)
Hits from the Operettas (WCAE)
Hits from the Show (WBZ-A)
Hits in Review (KTUL, MacG)
Hits of the Week (WBZ-A, WSAI)
Hits on Parade (KTUL)
Hobbies for the Larger Leisure (NBC)
Hobby Hunter (WPAY)
Hobby Hunting (WBT)
Hobby Man (WGY)
Hobby Rider (WGY)
Hobos of Harmony (KYOS)
Hodge Podge Lodge (KHJ, KFRC)
Hodge Podge Serenade (KONO)

Hodges Harmony Hawaiians (WCHV)
Hoffman Morning Program (NBC)
Holiday Hodge Podge (WOAI)
Hollywood Adventures (WTMJ)
Hollywood Barn Dance (KNX)
Hollywood Bowl Concerts (KFI)
Hollywood Brevities (WJAS)
Hollywood Chatter Box (WIP, KANS)
Hollywood Closeups (WMBH)
Hollywood Extra on the Air (KFI)
Hollywood Extras on the Air (KECA)
Hollywood Fanfares (KWSC)
Hollywood Gossip (WMBC)
Hollywood High Hatters (WMAQ, WENR)
Hollywood Highlights (WFBM, WNBH, WCHS)
Hollywood Highspots (WTMV)
Hollywood Hilites (WFMD)
Hollywood Hits (WRGA)
Hollywood Hotel (CBS)
Hollywood Impressions (MacG, KTUL)
Hollywood Lowdown (WFBM)
Hollywood News (KHSL)
Hollywood Newsboy (CBS)
Hollywood News Flashes (KGW-KEX)
Hollywood Newsreel (CRS)
Hollywood Nights (NBC)
Hollywood on Parade (KFOR, WBS)
Hollywood on the Air (NBC)
Hollywood Parade (WISN)
Hollywood Premieres (NBC)
Hollywood Reporter (WSAI, WIL, KGO-KPO)
Hollywood Revue (WJAY)
Hollywood Roundup (KFIZ)
Hollywood Show Shopper, The (WWSW)
Hollywood Varieties (KGO-KPO)
Hollywood Whispers (KHJ)
Holy Mountains (KFUO)
Home and Style Forum (KYA)
Home Beautifier (WQAM)
Home Beautiful (KLO, CKLW)
Home Counsellor (WISN)
Home Decorating (CBS)
Home Economics Talk (NBC)
Home Economies (WJR)
Home Efficiency (CBS)
Home Folks (MacG, WOAI)
Home Folks' Frolic, The (WPHR)
Home Folks Hour (KMOX, WCBS, WLVA)
Home Folks Hymn Hour (WDZ)
Home Folks Program (WSVA)
Home Forum (WHIO, CFCY)
Home Forum, The KDKA (KDKA)
Home Forum Cooking School (WBZ-A)
Home Harmonies (NBC)
Home Harmonizers (WTMJ)
Home Hour (WCSH, WJAX, KGGF)
Home Lovers' Corner (KTHS)
Home Management (WGN)
Home Music Lessons (NBC)
Home on the Range (WMFG)
Home Period (KFUO)
Home Philosopher (WBRB)
Home Planning Series (NBC)
Home Service (KFVS)
Home Songs (WFMD)
Home Speaks, The (WNEW)
Home Sweet Home (WHB, KFVS, KGEZ, KOA)
Home Symphony, The NBC (NBC)
Home Time (WWVA)
Home Town Newspaper (WKZO)
Home with Aunt Jane (WINS)
Home with Jean Holmes (WINS)
Homely Philosopher, The (KWKH)
Homecraft Hour (WTHT)
Homemaker (KMOX, KGB)
Homemakers' Chats (WBZ-A)
Homemakers' Exchange (CBS)
Homemakers' Forum (WJIM)
Homemakers' Guild, The (WWRL)
Homemakers' Half Hour (WOI)
Homemakers' Hour (WSL)
Homemakers' Pay Days (WJBC)
Homemakers' Program (WCOL)
Homer and Happy (WJEJ)
Homespun (WROK)
Homespun David and His Sons (KCKN)
Homespun Harmonies (WRUF)
Homespun Philosopher (WMBR)
Homespun Poet, The (WFBR)
Homespun Religion (WJBC)
Homespun Verse (WSBT-WFAM)
Homespun Views on Current News (KFAB)
Homestead Harmonies (WFMD)
Homesteaders (KIUL)
Hometown (NBC)
Hometown Dramas (WCCO)
Hometown Headlines (KMBC)
Hometown Minstrels (KFH)
Hometown Newspaper (KTUL)
Hometown Philosopher (WCAO, WFBR)
Hometown Sketches (RRI)
Homicide Squad (KGW-KEX)
Honeyboy and Sassafras (WOAI)
Honeymoon Travels Into the World of Music (WWL)
Honeymooners, The
Honey and Bill (WEAU) (WDAF)
Honk Tonk Revue (KTAT)
Honolulu Messengers (WELL)
Honolulu Strollers (WBT)
Honoluluans (CBS)
Honor the Law (RRI)
Hook, Line and Sinker (WBT)
Hoosier Editor (CBS)
Hoosier Hop (CBS)
Hoosier Observer (WIND)
Hoosier Philosopher (WAAF)
Hoosier Schoolmaster, The (WBAA)
Hoosier Town Hall (WBAA)
Hoot Owl Frolic (WOAI)
Hope Alden's Romance (KBIX)
Hora Estrellia (KONO)
Hormel Headlines (MWR)
Horroscope, The (WPG)
Horse Dealer, The (WDEV)
Horse d'Oeuvres (CKCL)
Horse Sense Philosopher (CRS)
Horse Sense Philosophy (WGY)
Horton Radio Bridge Party (WCSC)
Horton Rhyme Time (WQAM)
Hospital Highlights (WTMV)
Hospital Register (WMBH)
Hostess Counsel Program (CBS)

Hostess Hour (KMBC)
Hot Dates in History (WBS)
Hot from Hollywood (CBS)
Hot Off the Press (KONO)
Hot Shots (KDB)
Hot Spot Revue (CKCL)
Hot Stove League (CKCL)
Hotel Fantasy (KYA)
Hotshot Varieties (KIDW)
Hour of Champions (WHN)
Hour of Charm (NBC)
Hour of Good Cheer (CHSJ)
Hour of Living Art (WFAS)
Hour of Memories (WMAQ)
Hour of the Nations (WINS)
Hour of Remembrance (KSLM)
Hour That Is Worth While, The (KFBI)
Hour with Shakespeare (NBC)
Hour with Sigmund Romberg, An (NBC)
Hour with the Masters (WRUF)
Hours of Great Music (KWSC)
House Beautiful (WHB)
House by the Side of the Road, The (WWL, WCBA-WSAN)
House Detective, The (NBC)
House in the Stars (KGB)
House of a Thousand Eyes (WBS)
House of Dreams (WBZ-A)
House of Friendship, The (WSJS)
House Friend, The (WBBC)
House of Happiness (WFAA)
House of Melody, The (KGO-KPO)
House of Music (WMCA)
House of Peter MacGregor (MacG, KGEZ)
House of Reflections (CFCF)
House of Song (WAVE)
House on the Hill (CBS)
House That Jack Built (WNAC, KSL)
House That Jack and Jill Built, The (KXRO)
House Undivided (KHJ)
Houseboat Hannah (WBS)
Household Chats (WDAF)
Household Club (WHB, KSD)
Household Harmony (KROC)
Household Hints (WMCA)
Householders' Guide (WNAC)
Housewives' Chit Chat (KHSL)
Housewives' Half Hour (KSAC)
Housewives' Serenade (WRUF)
How Are You? (CFRN)
How Can We Stay Out of War? (CBS)
How He Lied to Her Husband (NBC)
How to Be Charming (NBC)
How to Get a Job (KTUL)
How to Hold a Husband (WMCA)
How to Know Your Child (NBC)
How, When and Where to Go in and Around Albuquerque (KOB)
How Will You Vote? (WHIO)
How Would You Say It? (WEMP)
Howard Dandies (WMCA)
Howard Ely at the Organ (KMBC)
Howard Hale's Musical Snowflakes (WKY)
Howard Lanin's Swing Kings (WFIL)
Howard Street Reporter (WMFG)
How's Business? (WJR)
How's Your Memory? (WHBQ)
Howdy, Judge (WSM)
Howdy, Neighbors (WMBO)
Huffman Harmonies (KLZ)
Hughesreels (KGEZ, MacG)
Hum and Strum Boys (WGY)
Human Distortions (WLBC)
Human Nature (NBC)
Human Side of Art (KCLW)
Human Side of Music, The (WJAY, WBS)
Human Side of Science (NBC)
Human Side of Poetry (CKCO)
Human Side of the News, The (NBC)
Human Touch, The (KXBY)
Humanitarian Hour (WHO)
Humber Lugs (KYOS)
Humko Talent Contest (WMC)
Humming Bird (WELL)
Humor in the News (CKTB)
Humorous Side of the News (WTCN, WJSV)
Humpty Dumpty Animal Circus (WHKC)
Hungarian Brass Band Concerts (WAWZ)
Hungarian News (WTNJ)
Hungarian Romance (WGES)
Huntley's Fireside Hour (WBIG)
Hurdy-Gurdy Man (CBS)
Hurricanes and Earthquakes (NBC)
Husbands and Wives (NBC)
Huskin' Bee, The (KTUL)
Husky Hall of Fame (KOL)
Hutton Corners (WHKC)
Hyacinths and Home-making (WHBF)
Hymn Book, The (WRR, WBNX)
Hymn Singin' Time (WPTF)
Hymn Talks (KFUO)
Hymn Time at Aunt Mary's (WMFD)
Hymns of All Churches (CBS)
Hymns of Memory (CKCD)
Hymns of the Church (KFXD)
Hysterical History (WHO, WKY)

I

I Am Not a Candidate (WCOP)
I Cover Monterey (KDON)
I Love You from Coast to Coast (NBC)
Ice Carnival (WHB)
Ice Cream Sing (KLO)
I Want a Job (WMCA)
I Wanta Be an Announcer (WMBH)

Ideal News Parade (KGKB)
Idle Fingus (KFH)
Idle Hour, The (WSBT-WFAM)
Idle Jesters (WHB)
Idol of Millions (JVG)
Idyl of the Eagle (KABC)
Igmus and Intellic (WBZ-A)
Ike and Mike, The Katz Boys (WDAF)
Il Tenore Del Bel Canto (WOV)
Illene Trio, The (WDWS)
Imagination (KOL)
Immortal Dreams (NBC)
Immortal Melodies (WJR)
Immortals of Italy (WOV)
Imperial, The (KGEZ)
Imperial Hawaiians (CBS)
Imperial Oil Studio Programs (CHNS)
Imperial Tobacco Hockey (CHNS)
Impressions of the American Wastelands (KGO-KPO)
Impressions on Wax (WAAT)
Impromptu (KFWB)
Impromptu Interviews (KFYR)
In a Cathedral (WWSW)
In a Dancing Mood (WCHS)
In a French Cafe (KGO-KPO)
In a Little Spanish Town (WBZ-A)
In a Mist (NBC)
In a Spanish Cafe (WBZ-A)
In a Spanish Village (WFAA)
In a Tea Room (KDKA)
In Between Times (KSL)
In Concert Hall (KIUP)
In Days of Old (WSB)
In Grandmother's Day (KFPY)
In Memory's Garden (WHK)
In Movieland (UP)
In Old Bohemia (WGAR)
In Old Brazil (KGO-KPO)
In Old Heidelberg (WBZ-A)
In Old Vienna (CBS)
In Our Music Room (WBZ-A)
In Palestine (KFUO)
In Radioland with the Shut-Ins (WSB)
In Shadowland (WJR)
In the Crimelight (KGEZ, MacG)
In the Day's News (KFDY)
In the Field (KFUO)
In the Future with Biff Baker (KOMA)
In the Gloaming (KRE, KMBC, WTMJ, WSB)
In the Gloaming (WINS)
In the Good Old Summer Time (NBC)
In the Lamplight (WHBQ)
In the Mayfair Manner (WRUF)
In the Music Room WFBL, WMCA)
In the Other Fellow's Shoes (WAAF)
In the Sport Spotlight (KWK)
In the Spotlight (NBC)
In the Time of Roses (NBC)
In Tune with the Times (KFJB, KYOS)
Incense and Lotus Blossoms (WFAA)
Incidentally (WNEW)
Incidents in Montana's History (KGVO)
Incredible Truth (WOV)
Indian Legends (KIUP)
Indian Love (KHSL)
Indian Trail, The (WBZ-A)
Indian Trails (KMTR)
Indians All (NBC)
Indianapolis Motor Sweepstakes (NBC)
Indianapolis Speedway (NBC)
Industrial Leaders (NBC)
Info (WFBR)
Information (WJAY)
Information Box (WBBC)
Information Bureau (WIND)
Inglenook Hour (KGAR)
Inlaws, The (KHJ)
Inquiring Baker, The (KVOR)
Inquiring Microscope (WINS)
Inquiring Professor, The (WBAA)
Inquiring Reporter (KFVS, WCOL, WHDL, WIL)
Inquisitive Baker (WFMD)
Inside Angles on Sports (KSL)
Inside News (CBS)
Inside the Books (WILL)
Insomnia Club (KNX)
Insomnia Hour (WMCA)
Inspector Keyes (WJIM)
Instrument City Four (WSBT-WFAM)
Instrumental Lessons for Beginners (WHA)
Instrumentalists (CBS)
Inter-City Express (WMCA)
Intercollegiate Council on Public Affairs (CBS)
Interesting Questions and Answers (WSBT-WFAM)
Interior Decorating (CBS)
Interlude (KGO-KPO, WLW)
Interlude in Music (CBS)
Intermezzo (WTMV)
International Amalgamated Association of Bath Tub Singers (WDAY)
International Goodwill Program (KONO)
International Hour (WTMV)
International Insights (NBC)
International Problems and Their Solutions (WILL)
International Radio Forum (NBC)
International Review and Dance Parade (KFVD)
International Singers (CBS)
International Turf Review (CKCL)
Interpreter, The (KGB)
Interviews (KFUO)
Interviews with the Past (KSL)
Interwoven Pair (NBC)
Intimate Glimpses (KHQ)
Intimate Glimpses Into the Lives of Great Composers (WWL)
Intimate Hour of Music with Major White (CBS)
Intimate Interviews with Olaf Soward (KCKN)
Intimate Revue (NBC)
Intimate Review (WCLO)
Into Your Home with the Piano Lady (WCLO)
Invested Leisure (KEMP)
Invisible Trails (KGO-KPO)
Invitation to a Dance (WROL)
Invitation to Romance (KYW)
Invitation to the Dance (NBC)
Ionian Quartet (NBC)
Iowa Barn Dance Frolic (WHO)
Iowa Poets' Corner (IBS)
Iowa Reviewing Stand (IBS)
Iowa Speaks (IBS, WMT, WHO)
Iridescent Melodies (WWVA)
Irish Breakfast Club (WLTH)
Irish Echoes (WAAB)
Irish Guide (WINS)
Irish Poetry and Song (NBC)
Irma Glen (WENR)
Irwin Cobb and Paducah Plantation (NBC)
Is It True or False? (WHLB)
Islanders, The (WHJB)
Isle of Dreams (KLO, KOIN)
Isle of Golden Dreams (WMCA)
Israel Speaks (KTAT)
It Actually Happened (WBBM)

It Goes Like This (WBNS)
It Happens in Every Family (KFOX)
It Is Strange (WSAI)
It Might Happen to You (WCBS)
It Seems Like Only Yesterday (WCAE)
Italian Gypsy Program (WCOL)
Italian Idylls (KFWB)
Italian Intermezzo (WGY)
Italian News (KYA)
Italian News Parade (WRAX, WPEN)
Italian Novelties (WOV)
Italian Request Parade (WLTH)
Italian Serenaders, The (WHBQ)
Italian Street Songs (WJAY)
It's a Case of Books (KIRO)
It's a Fact (WCBA-WSAN)
It's a Great Life (KWK)
It's a Racket (WJR, WNEW)
It's a Woman's World (WMAQ)
It's Different (WAAT)
It's Up to the Women (NBC)
It's Worth Knowing (KOY)
It's Your Own Fault (KTEM)
Itty Bitty Kiddie Hour (WHN)
Ivan Harrington (KCRC)
Ivanhoe Saladiers (WBZ-A)
Ivories and Ebonies (WDRC)
Ivory and Frets (WBNX)
Ivory, Ebony and Muted Strings (KONO)
Ivory Interlude (WISN)
Ivory Melodies (KGLO)
Ivory Rhythm (WRUF)
Ivory Sketches (KFH)
Ivory Stamp Club of the Air (WBS)
Ivory Tower, The (WHN)

J

Jack and Earl (WXYZ)
Jack and Ethel in Roads to Hollywood (KGO-KPO)
Jack and Gill (WJNO)
Jack and Jill (KGCX, WDAF)
Jack Armstrong (NBC)
Jack Berch (NBC)
Jack Frost Melody Moments (NBC)
Jack Frost's Troubadours (WCAE)
Jack Onslow's Baseball School (WAAB)
Jack Pearl (NBC)
Jack Shilkret's Orchestra with Captain Blackstone (NBC)
Jack Starr's Sportcast (KMBC)
Jack Wells (KFAB)
Jack of All Trades (WNEW)
Jack the Inquisitor (WTIC)
Jacksonville Community Sing (WMBR)
Jacksonville Morning Orchestra (WJAX)
Jam Session (WMSD)
Jam Session, The WNBX (WNBX)
Jamboleers, The (WDBO)
Jamboree (IBS, WRUF)
Jameses, The (NBC)
Jam-up and His Swamp Angels (KOY)
Jane Grey (WSAI)
Jane Joy's Funny Paper Show (WTCN)
Jane Lee's Fashions (WDWS)
Janet's Club Calendar (KXBY)
Jangles, The (KFAB)
Jasper County Medical Forum (WMBH)
Java Club (WCSC)
Jay Allen's KGNO Gossip Club (KGNO)
Jazzistory (WTMJ)
Jean Colbert-Beauty Talks (NBC)
Jeddo Highlanders (NBC)
Jello Program Starring Jack Benny (NBC)
Jello with Jack Benny and Lanny Ross (NBC)
Jerry Cooper (NBC)
Jerry Joy and Jubileers (WGY)
Jerry Nelson, The News Hawk (KFOX)
Jerry Todd and Gang (WHB)
Jess Stafford and His Orchestra (KYA)
Jesse Stafford (CRS)
Jest Whitlin' (WDAE)
Jesters, The (WBZ-A)
Jewel Box, The (WIBM, WAVE, KHQ)
Jewel Box of Melody (WDNC, KOL)
Jewels at Eventide (WRC)
Jewels of Destiny (NBC)
Jewels of the Air (WISN)
Jewett Jesters (WJR)
Jewish Amateur Hour (WLTH)
Jewish Art Program (CBS)
Jewish Classical Hour (KFVD)
Jewish Commentator, Nat Youngelson (WCBM)
Jewish Community Players (WOW)
Jewish Community Sing (WMCA)
Jewish Court of Arbitration (WLTH)
Jewish Dramatic Hour (WGES)
Jewish Good-Will Hour (WPHR)
Jewish Hour (WMBC)
Jewish News of the Week (WCSC)
Jewish Philosopher, The (WBBC)
Jewish Society Reporter (WRAX-WPEN)
Jill and Judy (NBC)
Jim and Judy (KGW-KEX)
Jim Maverick's Talk on Milk (WOAI)
Jim McWilliams' National Question Box (NBC)
Jimmie Allen's Air Adventures (WDAF)
Jimmy and His Saddle Pals (KRKD)
Jimmy Fiddler and His Hollywood Gossip (NBC)
Jimmy James and His Symphony of Swing (WLW)
Jimmy, June and Jack (NBC)
Jingletown Gazette (KGO-KPO)
Jitters Jamboree (WAAT)
Joan and Jimmie (KCMO)
Joan of Arc (NBC)
Job Clinic, The (WHBQ)
Job to Choose, A (KYW)
Joe and Bateese (WBZ-A)
Joe and Cynthia (RRI)
Joe and Eddie (WGY)
Joe Calipari's Kings of Rhythm (CFLC)
John and Julius (KFUO)

John and Molly Farmer (KGO-KPO)
John and Ned (KGO-KPO)
John Henry (CBS)
John Martin, M.D. (KYA)
Johnnie Presents (CBS)
Johnnie Pursley & the Three Harmonettes (WBTM)
Johnny Marvin's School of the Air (WKY)
Johnny Russo's Neptune Beach Band (KYA)
Johnson Family, The (WLW)
John's Other Wife (NBC)
Joke Book, The (WCAU)
Jolly Baker, The (WELL)
Jolly Bill & Jane (NBC)
Jolly Bill Newsreel for Children (NBC)
Jolly John's Birthday Club (WBZ-A)
Jolly Jonathan's Breakfast Club (KRKD)
Jolly Journies (NBC)
Jolly Jugglers (CBS)
Jolly Junketeers, The (NBC)
Jolly Man (WFIL)
Jolly Times Revue (NBC)
Jolton's Jolters (KIDW)
Jones Boys, The (KMBC)
Jones' Millions (WKY)
Jones' Shoppers Revue (WKZO)
Joplin's Accident Scoreboard (WMBH)
Jordons, The (KGO-KPO)
Jose Ramirez and His Argentines (KGO-KPO)
Joseph Loffredo's Sketch Book (WOV)
Joseph M. Segall's Children's Hour (WHDL)
Josephine (WCRW)
Josephine B. Gibson Food Talk (NBC)
Josh Whitcomb of Four Corners (KROC)
Journal Carrier Corner (WSB)
Journal-Post News Flashes (WHB)
Journal Radio Headlines (WSB)
Journeys in Music Land (WHA)
Journeys Thru Songland (WQXR)
Joy Boys String Band (KRBC)
Joy Club (WHJB)
Joymakers, The (WNEW, CKCD)
Juan Hernandez Ensemble (KIUP)
Jubilate Girls' Chorus (WAWZ)
Jubilesta (KXBY)
Judging the Stars (WRC)
Judy and Jane (WBS)
Judy and the Jesters (KMBC)
Judy O'Grady and the Colonel's Lady (KABC)
Jug O'Melody (KYOS)
Jugo-Slav Troubadours (WELL)
Juilliard Graduate School of Music Concerts (WQXR)
Jules Verne Allen and His Cowhands (WOAI)
Juliette Kay (WCAO)
Julius Grossman Shoes Present Sugar Cane (NBC)
Junction City (WQAM)
June and Jerry (KMOX)
June Baker (WGN)
June Bride (WKZO)
Jungle Explorers (WTMJ)
Jungle Jim (KHSL, WMFJ, WINS)
Junior Academy of Science (WOI)
Junior Barn Dance Gang (KFIZ)
Junior Baseball League News (KRE)
Junior Capers (WSJS)
Junior Detectives (NBC)
Jr. 'G'-Men (KOL)
Junior Merrymakers (WDNC)
Junior Music Hall (KGLO)
Junior Nurse Corps (CBS)
Junior Olympics (WTMV)
Junior Operatives (WMBC)
Junior Radio Club, The WBIG (WBIG)
Junior Radio Journal (NBC)
Junior Radio Parade (KMOX)
Junior Round-Up, The (KTAT)
Jr. Safety Club (WINS)
Junior Theatre of the Air (WRAX-WPEN)
Junior Varieties (KGO-KPO)
Jus' Dreamin' (WHB)
Just A Memory (WDRC)
Just A year Ago Tonight (WBT)
Just About Time (WDGY)
Just Another Amateur (CBS)
Just Around the Corner (KGO-KPO)
Just Around the Corner Club (KWK)
Just Between Us (WBBC)
Just Between Us Girls (KOMA)
Just Entertainment (CBS)
Just Folks (KMPC, WELL, KWSC, WRR)
Just for Fun (KVI)
Just Home Folks (WWL)
Just Imagine (KFPY)
Just Kids (WBAA, KMPC)
Just Married (WJAY)
Just Married—Ten Years (WCAU)
Just Ordinary Folks (KGNC)
Just Plain Bill (NBC)
Just Relax (KDKA)
Just Songs (WPHR)
Just S'Posin (CKY)
Just the Two of Us (WBT)
Justrite Flagship, The (WLVA)
Juvenile Climbers (WBRB)
Juvenile Minstrels (WGAR)
Juvenile Radio Newspaper (WSYR)
Juvenile Revue (KHJ)
Juvenile Theatre, WHBF, WMBD)
Juvenile Varieties, The WCHV (WCHV)
Juveniles (WAAT)

K

Kabible Kabaret (WINS)
Kadians (KDKA)
Kaempfer's (NBC)
Kaffee Hag Slumber Hour (NBC)
Kalamazoo Laundrymen (WKZO)
Kalamazoo Speaks (WKZO)
Kaleidoscope (NBC)
Kaltenborn Edits the News (CBS)
Kaltenmeyers Kindergarten (NBC)
Kangaroo Club (KDYL)

Kansas City Kiddies Revue (WHB)
Kansas City Melody Boys (WHB)
Kansas City Pioneers (WHB)
Kansas Roundup (KCKN)
Kaptin of the Keyboard (WJAS)
Kassie Style Chat (KDFN)
Kath'rine and Calliope (WMCA)
Kay Kyser's Orchestra (SR)
Kay Troubadour (KGO-KPO)
Kay Worthington Snoop (KGNF)
K-Circle-Y Radio Rodeo (KOY)
Kazoo-Po Safety Club (WKZO)
Keep Georgia On Your Mind (WSB)
Keep Smiling Program, The (KVOE)
Keep the Home Fires Burning (KGO-KPO)
Keep Up with the Stork with Dr. Pepper (KICA)
Keeper of the Keys (KCMO)
Keeping Company (WGH)
Keeping Fit (KMBC)
Keeping Fit in Hollywood (KNX)
Keeping House with Betty (WPNR)
Keeping Up with Daughter (NBC)
Keeping Up with the Joneses (KGVO)
Keepsakes (MacG)
Kellogg College Prom (NBC)
Kelvinator Hawaiians (WGY)
Kelvinator—Mrs. A. M. Goudiss (NBC)
Kelvinator Pioneers (KELD)
Ken Keese at the Keys (WATL)
Ken-Rad Unsolved Mysteries (WLW)
Kenbridge Radio Hour (WPHR)
Kendall Sportcast (WHAM)
Kenner Stakes (NBC)
Kentucky Colonel & Uncle Ned (NBC)
Kentucky Home Memory Melodies (WGRC)
Kentucky News (WSAI)
Kentucky Orchestra (WAWZ)
Kentuckiana Salute (WHAS)
Keokianians (CHAB)
Kessler's Sunshine Hours (WATL)
Keyboard Harmony (WGPC)
Keyboard Jester (WBZ-A)
Keyboard Kapers (WHB, KGVO, WJJD, WHJB, WJAS, WJBO)
Keyboard Scrapbook (KFH)
Keyboard Serenade (CBS)
Keyboard Stylist (KFBI)
Keyboard Varieties (WRR, KFXJ)
Keyholing the Movies (WHBQ)
Keys to Happiness (NBC)
Kiamitchi Mountaineers (WKY)
Kibitzer, The (KGW-KEX)
Kickbush Groceries (WSAU)
Kick-Off (CBS)
Kid Brother (KMBC)
Kid Mystery (KFSO)
Kiddies Answer Man, The (CFCF)
Kiddie Klub (WSVA, KALB)
Kiddie Hour (KGFF)
Kiddie Kabaret (WQAM)
Kiddie Karnival (WXYZ)
Kiddie Matinee (KGVO)
Kiddie Theatre (WWVA)
Kiddies Birthday Party (KICA)
Kiddies' Klub, The KDKA (KDKA)
Kiddies Carnival (WMFJ)
Kiddies Krazy Kat Klub (KFIO)
Kiddies League, The WFAS (WFAS)
Kiddies on Parade (WMFJ)
Kiddies Request Hour (KRNR)
Kiddies Revue (KIUL, WMBH)
Kiddies Train (KGA)
Kiddy's Dancing Class (WCAO)
Kids' Kennel Club (KFOR)
Kids' Kourt (KOIL)
Kids' Program, The (NBC)
Killed In Action (KGO-KPO)
Kilowatt Hour (WTMJ)
King Arthur, The Swing King of the Organ (KYW)
King Coal's Court (WCCO)
King Coal's Quarter Hour (WTMJ)
King Cole's Melody Court (WHB)
King Kong (NBC)
King of the Keys (WGBI, WJAY)
Kings and Queens of Sport (WBS)
King's Friendly Trio (WOAI)
King's Men (KHSL)
King's Men Quartette (SR)
King's Music, The (WIL)
Kings of Swing (RRI)
Kings of the Keyboard (WSBT, WFAM)
Kirkman Interlude, The (NBC)
Kitchen Aristocrats (WDNC)
Kitchen Cavalcade, The (JVG)
Kitchen Close-Ups (WCCO)
Kitchen Klatter (KFNF)
Kitchen Klinic (WFBM)
Kitchen Komments (WNBX)
Kitchen Limited (WLTH)
Kitchen, The NBC (NBC)
Kitchen Topics (WSAU)
Kitchenette (WIND)
Kitten Kapers (WROK)
Kitty Keene, Inc. (WBS)
Kitty Kelley (WHB)
Knickerbocker Knights (CBS)
Knickerbocker String Ensemble (WMCA)
Knickerbockers (KGO-KPO)
Knock Knock (KPDN)
Knot Hole Club (WSAI)
Know Florida (WFOY)
Know Our Schools (KWKH)
Know Thy Neighbor (WATR)
Know Your Artist (KONO)
Know Your Bible (KFUO)
Know Your City (WMBC, WSAI)
Know Your Government (WDAF, WBT)
Know Your History (WHJB)
Know Your Library (KTUL)
Know Your Schools (KLZ)
Know Your Washington (WOL)
Knox Sparkling Music (NBC)
Knuckling Down (WSB)
Koffee Klotch (KTUL)
Koil Komments (KOIL)
Kollege Knowledge (KGVO)
Komic Klub of the Air (WSAI)
Konsole Kapers (WCBS)
Korner Kwiz (WHEC)
Kracker Komedy Kids (WMBR)
Krazy Kapers, The KOIN (KOIN)
Kremlin Art Quartette (WCLO)
Krueger's Musical Album (NBC)
Krime Klan (KOIL)
Kuluva Kut-Ups (KCKN)
Kuzzin Tom's Kiddie Klub (KWK)

L

L'Apres Midi (CBS)
La Petite Ensemble (WBZ-A)
Labor and the Nation (CBS)
Labor Parade (WOL)
Lady Beautiful, The (KLO)
Dady Beverwyck (WGY)
Lady Esther Serenade (NBC)
Lady Fingers (WGY)
Lady from Town Talk, The (WTAG)
Lady Joy (KMPC)
Lady Luck (KOL)
Lady Next Door (KPIC)
Lady of the House (KFBI, KMBC)
Lady of the Morning (WTAM)
Lady of the Night (CRS)
Lady Paish, Dietetics (CKWX)
Lady, The WWL (WWL)
Lady Who Swings the Band (WPHR)
Lady with the Lute (WNEW)
Lady Lois Beauty Hour (WKZO)
Lady's Baritone (KGHI)
Ladies First (WCCO)
Ladies in the News (NCBS)
Ladies' Matinee (KFH)
Laff & Swing (NBC)
Lake Hiawatha Program (NBC)
Lamplighter, The (KGMB)
Lamplighter's Program, The (KGNC)
Lamplighting Time (WHIS, WHO)
Lamplit Hour (KGO-KPO, WTMJ)
Lamplite Time (KROC)
Land o' Dreams (CBS)
Land of Beginning Again, The (WTAM)
Land of Cotton (WBZ-A)
Land of Make Believe (CBS)
Land of Romance (WOAI)
Land of Wonder & Fear (NBC)
Landscape Gardening (NBC)
Landt Trio and White (NBC)
Lane Family, The (WJNO)
Langendorf Pictorial (KGO-KPO)
Langer Sisters, The (WJNO)
Language of Music, The (WHA)
Lanny Ross and His Log Cabin Orchestra (NBC)
Lansing Speaks (WJIM)
La Rosa Program (WINS)
Larry & Lila (WDEV)
Larry and Sue (WLW)
Larry and Sue (WSAI)
Lassen Lobby Interviews (KANS)
Last Nighter, The (SR)
Last Word, The (WKY)
Last Year's Hits (KGO-KPO)
Late Complete Sports Review (WJNO)
Late News Time with Bill Wigginton (WDGY)
Late Risers Club (WCLO)
Latin Rhythm (KGO-KPO)
Laugh Clinic (KMOX)
Laughs from Life (NCBS)
Laughin' at the Funnies (KWK)
Laughing at Laughs in the News (UP)
Laughing at the World (WOKO)
Laughter and Music (WTJS)
Laurentian Mountaineers, The (CHRC)
Laurier Rhythmakers, The (CKCH)
Lavendar and Lunacy (WMCA)
Lavender and Old Lace (CBS)
Law Forum, The (WSBT-WFAM)
Laws that Safeguard Society (NBC)
Lawn Party, The (WBRC)
Lawyer and the Public, The (CBS)
Lawyer Bill (WCHV)
Lawyer Lincoln (WLS)
Lawyer 'Q' (WJNO)
Laymen's Hour (KFUO)
Lazanne Trio (WQXR)
Lazy (NBC)
Lazy Interlude (KNX)
League of Insurance Women Talk (WINS)
League of Western Writers (KGO-KPO)
Learning to Swim and Keeping Fit (CBS)
Leaves from My Scrapbook (WHDL)
Leaves in the Wind (KNX)
Lebenthal Opera Hour (WQXR)
Le Boeuf Sketch Book (WBZ-A)
Le Boheme (NBC)
Le Jazz Hot (IBS)
Le Roy Piano Lessons (WHB)
Le Trio Charmante (NBC)
Lectures on Christian Doctrine (KFUO)
Lee Erwin, Organ (WLW)
Lee Shannon's Music Box (WHAM)
Leesburg Salute (WFMD)
Legends of Canada (CHRC)
Legends of Palestine (WLTH)
Legislative Highlights (WMCA)
Legislative Roundup (WDNC)
Legion of Honor (KMBC)
Legion of the Lost (NBC)
Leisure Hour, The (WIP)
Leisure Gold (WINS)
Lemuel Hopkins (WMFG)
Lenten Choir (CBS)
Lenten Meditations (WMCA)
Leo Kahn's Amateur Program (WMC)
Leon Mojica (CRS)
Leon Mojica's Orchestra (KYA)
Les Hartman (IBS)
Lesson in Swing, A (WPHR)
Lessons in Living (WRVA)
Lessons in Love (KFWB)
Lessons in Loveliness (CBS)
Lest We Forget (WWSW)
Lester Green's Tall Tales (WTIC)
Lestonaites, The (KSD)
Let Freedom Ring (CBS)
Let's Be Friends (KFOR)
Let's Call It a Day (WKBO)
Let's Compare Notes (KMOX, KWK)
Let's Dance (WSIX, MacG, CFCF)
Let's Dance Awhile (WTJS)
Let's Draw (WHA)
Let's Get Aquainted (KWG, WHIS, KGIR)

Let's Go a-Visiting (CKY)
Let's Go Places (KABC, WBS)
Let's Go Places and Do Things (WHB)
Let's Go Shopping with Sue (WPHR)
Let's Go to Town (WTMV)
Let's Go Visiting (WHBF)
Let's Hear from You (WHJB)
Let's Join the Ladies (WHAM)
Let's Listen to Harris (NBC)
Let's Look at Life (KWK)
Let's Look at the Paper (CJIC)
Let's Plan Our Garden (WDOD)
Let's Play Bridge (CFRN)
Let's Pretend (CBS)
Let's Remember (KFVS, WFAA)
Let's Sing Again (WWSW)
Let's Sing with Wilkins (WJAS)
Let's Swing It (KSOO, KONO, KGO-KPO)
Let's Talk About Stars (WAAT)
Let's Talk It Over (KFJB)
Let's Talk Politics (WHB)
Letter Basket (KFNF)
Letter Box (KYW)
Letter Tower, The (WBAX)
Letter Writer (KFUO)
Letters (KFUO)
Levitow Ensemble (NBC)
Liars' Club (WKZO)
Liar's Club (WDAF)
Library in Miniature (KORE)
Library of Congress Chamber Music Concerts (NBC)
Library of Congress Musicales (CBS)
Library Period (WOI)
Library Service (WOI)
Life & Songs of Stephen Foster (NBC)
Life Begins at 8:40 (WMCA)
Life Insurance Court (WBNX)
Life Insurance Facts (KFBI)
Life of Mary Southern (WLW)
Life of the Reillys (KGO-KPO)
Life Savers' Rendezvous (NBC)
Life Savers, The (WMT)
Light on Life's Way (KFUO)
Light on the News (WFBR)
Light on the West (KOA)
Light Opera Gems (CBS)
Light Opera Hour (WBZ-A)
Lighted Window, The (WBNS)
Lighthouse Programs (NBC)
Lighthouse Serenaders (CBS)
Lights On (KDKA)
Lights Out (WMAQ)
Lilac Time (CBS)
Limey Bill (WGY)
Limousine Lady (MacG)
Lina Covington Harrell, Reporter (WSOC)
Linda Grey (WIS)
Linda's First Love (WBS)
Lines for Love (WICC)
Linger Awhile (CFCF, WHAM)
Linguaphone Language Contest (WQXR)
Lionel True Railroad Adventures (NBC)
Lions, Tigers & Their Master's Voice (NBC)
Listen and Learn (KFUO)
Listener, The (CKCL)
Listener Speaks, The (WLBZ)
Listen, Ladies (CRS)
Listen to Alice (WNAC)
Listen to Nissen (WCSH)
Listen to This (WWL)
Listener's Digest, The (KIDO, KFUO)
Listeners' Nightmare, The (WELI)
Listenin' In (WWVA)
Literary Digest Topics in Brief (NBC)
Literary Gems (WHAM)
Literary Guild (NBC)
Literary Quarter Hour (WCAL)
Lithuanian Hour (WMBC)
Little Big Show, The (KTUL)
Little Bits from Life (WMBD)
Little Brown Church of the Air (WLS)
Little Church Family Hour (CBS)
Little Close Harmony, A (WDAF)
Little Colleen, The (KGO-KPO)
Little Colonel, The (WCKY)
Little Concert (KGW-KEX)
Little Dutch Band, The WBZ (WBZ-A)
Little Garden Series (NBC)
Little Home Theatre (KOY)
Little Italy (NBC)
Little Jack Little (NBC)
Little Joe (WPHR)
Little Joe, the Wrangler (KMBC)
Little Journeys Through Homes of Famous People (WMCA)
Little Known Works of Great Composers (NBC)
Little Lessons in Living (KNEL)
Little Man (WOW)
Little Messenger (KFUO)
Little Miss Bab O's Surprise Party (NBC)
Little Moments with Big People (WINS)
Little Nell in Paducah (WMFD)
Little Old Man, The (NBC)
Little Orphan Annie (WBS)
Little Queen of Pep (WGPC)
Little Red Riding Hood (WCKY)
Little Red Schoolhouse, The (WIND, KMPC, KSD)
Little Show (KYA)
Little Show of the Air (MWR)
Little Stars (KLPM)
Little Stories of Great Lives (WHA)
Little Story Bag (WOW)
Little Symphony, WOW's (WOW)
Little Theat-Air (KOIL)
Little Theatre of Life (WMCA)
Little Theatre of the Air (WRJN)
Little Theatre of the Air, The KFYO (KFYO)
Little Theatre of the Airways (KABR)
Little Things in Life (WNEW)
Little Tokyo (KRKD)
Little Tom (WHIO)
Little White Church (WMBO, KXBY)
Little Woman, The (WHKC)
Live and Learn (KFVD)
Live Wires (KIDW)
Lives at Stake (NBC)
Lives of Famous Composers (WCBD)
Lives of Stars (KFWB)
Lives of the Great (WGBI)
Living American Art (WQXR)
Living Around the World (WHEB)
Living Dramas of the Bible (CBS)
Living Headlines (WSBT-WFAM)
Living Messages (WHEB)
Lizbeth Ann (NBC)
Lloyd and Thelma (KGFF)
Local Police Reports (KFXD)
Log Cabin Dude Ranch (NBC)
Log Cabin Musical Gems (KHSL)
Log Cabin Revue, The (NBC)
Log of Unusual Facts (KIUN)
Lois and Eunice (KFUO)
Loma (NBC)
Lone Ranger, The (WXYZ)

Lone Star Cowboy (WWL)
Lone Star Cowboys, The (KWKH)
Lone Star Minstrels (WFAR)
Lone Star Rangers, The (IBS)
Lonestar Troubadour (KGW-KEX)
Lone Wolf (CBS)
Lone Wolf Tribe (CBS)
Lonely Gondolier (KFH)
Lonely Traveler (NBC)
Lonely Troubadour, The (WHP)
Lonesome Cowboy (WHBB)
Lonesome Georgia Cowboy (WJNO)
Lonesome House (CBS)
Lonesome Rambler (WCHV)
Lonesome Singers of the Air (WPHR)
Long Beach Municipal Band (KGER)
Long-Haired Swing Session, The (KELD)
Longhorn Luke and His Cowboys (WOAI)
Looie and Lettie (WJAY)
Look Who's Here (CFRN)
Looks at Books (WBTM)
Lookin' Around (WBOW)
Looking at Life (CBS)
Looking Back (WHN)
Looking into the Past (WMBH)
Looking on the Bright Side (CFAC)
Lord Baltimore Ginger Boys (WFBR)
Lord Fitznoodle and Ole Swenson (KYA)
Lorenzo Jones (NBC)
Los Amigos (WLW)
Los Caballeros (WTMJ)
Los Espanalitos (WDAE)
Lost and Found (WHBB)
Lost and Found Bureau, The (WMCA)
Lost and Found Bureau of the Air (KPDN)
Lost and Found Column of the Air (KOMA, KLZ, KANS, WFDF)
Lost and Found Program (WALA)
Lost and Found Want Ad Program (KDFN)
Lost Legions, The (CBS)
Lotus Land (WJAY)
Lou and Ruth at Studio Organ (WHB)
Louis Buch, Harpist (KFIZ)
Louisiana Hayride (WWSW, KHJ)
Louisville Loons (CBS)
Love & Learn (NBC)
Love Cycles in Song (NBC)
Love Letters in the Air (WOAI)
Love, Live and Laugh (KWSC)
Love Me, Love My Dog (WTMV)
Love Sit-Down Strike (WDAF)
Love Songs & Waltzes (NBC)
Love Stories of Opera Heroines (NBC)
Love's Old Sweet Song (WBTM)
Lovely Ladies (WAAF, KYW)
Lovely Lady (KDFN)
Lovely to Look At (WAVE)
Lowell Thomas (NBC)
Luana (NBC)
Lucky (CHSJ)
Lucky Dollar (WTNJ)
Lucky Family, The (WBBC)
Lucky Gypsie (WEAU)
Lucky Kids Program (CBS)
Lucky Melodies (KJBS)
Lucky Smith (JVG)
Lucky Three (WHB)
Lukins Family, The (KFH)
Lullaby Hour (WDAF)
Lullaby Time (WSIX, WGY, WLS)
Lullabye (KGO-KPO)
Lullabye Lane (CJOC)
Lulu and Leander (WXYZ)
Lum & Abner (NBC)
Lumber Jacks, The (WCAE)
Luncheon Club (WWVA)
Luncheon Concert (KGO-KPO)
Luncheon Five (NBC)
Luncheon Lyrics (KMBC, KPDN, WKRC)
Luncheon Musicale (KONO)
Luncheon Song Review (WJR)
Luncheon Threesome (WBZ-A)
Lure of the Topics (NBC)
Lute 'N Lem (WDEV)
Lutheran Hour (KFUC)
Lutina Quintet (WDRC)
Lynchburg Marbles Tournament (WLVA)
Lyric Serenade (CBS)
Lyric Trio (CBS)
Lyrical Adventures (WGAR)
Lyrical Ladies (WSBT-WFAM)

M

Ma and Pa (WEEI)
Ma Frasier's Boarding House (WGY)
Ma Perkins (WBS)
Machine Age Housekeeping (CBS)
Macy and Her Man (WLW)
Mad Cargo (KGO-KPO)
Mad Hatterfields (WLW)
Madison Ensemble (CBS)
Madison Singers (CBS)
Madison String Ensemble (CBS)
Maestroes on Parade (KANS)
Magavox Symphonic Concert (WQXR)
Magawunkapog Centre (WICC)
Magazine Man, The (KGB, KHJ)
Magazine of the Air (KFUO, WWJ, WCAE, WRJN, WAAW)
Magazine of the Air, The KMBC (KMBC)
Magee's Sports Review (KFOR)
Magic Box at Half After Five, The (WBZ-A)
Magic Carpet of the Air (WFIL)
Magic City Melodies (KTUL)
Magic City Revels (WBRC)
Magic Dial (WTMV)
Magic Empire Mirror (KTUL)
Magic Garden, A (CHUB)
Magic Hour (KNEL, KGO-KPO)
Magic Island (WMFJ-RRI)
Magic Key (NBC)
Magic Kitchen (WCOP, WMT, KMOX, IBS, WHB)
Magic Melodies (WKRC)
Magic Mirror (KOIN)
Magic Moments (KGO-KPO)
Magic Numbers (WBBM)
Magic of a Voice (CBS)
Magic of Music (WATR)
Magic of Speech (NBC)
Magic Piano Twins (CBS)
Magic Recipes (KGO-KPO)
Magic Spotlight (WEBQ)

Magic Swing, The (WAAT)
Magic Telescope (WLTH)
Magic Violin (KHQ)
Magic Voice (NBC)
Magic Words (KGB)
Magical Journeys (KHQ)
Magical Music (WAAT)
Magnolia and Sunflower (WGY)
Magnolia Blossoms (WSM)
Magnolia Minstrels (KGO-KPO)
Maid and a Man, A (WMBR)
Maid, Man, and Music, A (KOL)
Mail Box, The (KFVS)
Mailbag, The (WPHR, WJAG, WWVA)
Mailman, The (KMBC)
Main Street Opinions (WADC)
Main Street Parade (WHO)
Maine Historical Sketches (WCSH)
Maine's Sweetheart of the Air and the Merry-makers (WCSH)
Major and Minor (KMPC, WHAM)
Major Baker's Tales of the Jungle (WGY)
Major Bowes and His Capitol Family (NBC)
Major Guess (KWSC)
Majorie Mills' New England Kitchen of the Air (WEEI)
Make Believe (CBS)
Make Believe Ballroom (KFAC, WNEW, WMBH)
Make Believe Follies (WCAU)
Making Over Mother (CBS)
Making the Movies (NBC)
Makin's Melody Mixers (WKY)
Mammoth Carolina Jamboree (WBIG)
Mammoth Melody Maid (KGFF)
Mammy's Menus (WGRC)
Man About Town (MacG, WALA, WBRC, WPHR, KMBC, KSD, WIP, WCLS, WTNJ)
Man at the Transom, The (WMT)
Man Behind the Cartoon, The (WINS)
Man-Behind-the-Wheel (WBAA)
Man in the Front Row, The (CBS)
Man in the Lobby, The (KIDO)
Man in the Stands (KWK)
Man in the Street, The (KXRO)
Man of a Thousand Melodies, The (KGMB)
Man of Good Taste (WOKO)
Man of the Hour (WHN)
Man of the House, The (KMBC)
Man of the Week, The (WTAR)
Man of Your Heart (WHN)
Man on the Street (WSAU, WDEV, WHBB, WMBD, KFWB, WJBY, WJEJ, KHQ, WROK, KFAB, WBBM, KOCA, KXBY, WDBO, WTNJ, WKZO)
Man on the Telephone, The (KFI, KECA)
Man on the Train (WDZ)
Man Under the Table (WSOC)
Man vs. Woman (WJSV)
Man Who Laughs, The (KGO-KPO)
Man with the Cane, The (WCBS)
Man's Best Friend (WCHS)
Man's Fight to Live (WSM)
Man's Questions and God's Answers (KFUC)
Manhattan Choir (CBS)
Manhattan Guardsmen (NBC)
Manhattan Male Chorus (CBS)
Manhattan Matinee (WRUF)
Manhattan Merry-Go-Round (WBS)
Manhattan Moods (WNBC)
Manhattan Mother (WBBM)
Manhattan Serenade (KABC)
Manhattan Serenaders (KGO-KPO)
Manhunters (WXYZ)
Maniac Club (WSGN)
Maniacs, The (WHIS)
Manitou News Notes (WCAL)
March of Events (WMCA)
March of Fashions (KOMA)
March of Progress (KGO-KPO, WAIM)
March of Sports (KFNF)
March of the States (KXBY)
March of Time (CBS)
March of Transportation (NBC)
March Parade (WISN)
March Through Life (NBC)
Marching Along (WBOW, WHB)
Marching Through (KGO-KPO)
Mardi Gras (CBS)
Margaret Carpenters (KFIZ)
Margaret Lawrence, The Life Story of (KMBC)
Marge, the Shopper (WGAR)
Margie, the Steno (NBC)
Marie Davenport (WBT)
Marion and Reggie (RRI)
Marionettes (NBC)
Maritime Parade, The (CFCY)
Market Basket Review (WSAU)
Market Men (WAAT)
Market Place of the Multitude (WTHT)
Marketeers, The (NBC)
Markets (KGEZ)
Marko (KIDW)
Marlowe and Lyon (WENR)
Marmalade (KGO-KPO)
Marriage, History of (NBC)
Marriage License Reporter (WMBH)
Marriage Proposals (WMCA)
Marselm's Popular Concert (WTCN)
Marshall Mavericks (KGO-KPO)
Marston of the Mounted (CKCD)
Mart Reporter, The (WTAG)
Martha Meade and Hazel Warner (KGO-KPO)
Martha Meade Society (KGO-KPO)
Martha Meade's Household Headlines (KGO-KPO)
Martha Phillips' Garden Class (KGO-KPO)
Martial Airs (WMBH)
Martie May (CBS)
Marvels of Eyesight (WHAM)
Mary Alcott (WSAI)
Mary and Dorothy (WMBO)
Mary and John (KSL)
Mary and Johnny (WOKO)
Mary Ann Presents (WISN)
Mary Baker's Shopping News (WTMJ)
Mary Hale Martin's Household Period (NBC)
Mary Kitchen (MacG)
Mary Lee, Your Shopper (WEBC)
Mary Lou Morris (WPHR)
Mary Paxton (WSAI)
Mary Rogers (KWK)
Marylin and Her Merry Men (WBNS)
Masked Caballero (WJSV)
Mason and Dixon (WMCA)
Masquerade (NBC)
Master Builder, The (NBC)
Master Gardener, The (NBC)
Master Library (KGO-KPO)
Master Melodies (KHSL)
Master Music Room (WGES)
Master Pieces (KGO-KPO)

Master Singers (KFAB)
Master Violins (CBS)
Master Works (WOI)
Mastering the Ceremonies (CKY)
Master's Music Room (WMBC)
Masters of Classics (WTMJ)
Masters of Rhythm (WTMJ)
Masters of Science (WGN)
Masterwork Hour (WNYC)
Matinee (KMBC)
Matinee Club (WHJB)
Matinee Frolic (WINS)
Matinee Gems (NBC)
Matinee Hour (KGO-KPO)
Matinee Hour, Kate Smith's (CBS)
Matinee Manor (KOL)
Matinee Melodies (WBZ-A, WIL)
Matinee Memories (WHK)
Matinee Musicale (WDBO, KRE)
Matinee of the Air (WTMV)
Matrimonial Bureau (KMBC)
Matrimonial Marathon (KGO-KPO)
Matt Clemens, the Melody Master (NBC)
Matters of Moment to Young Men (NBC)
Mattinta (NBC)
Maureen of Merritt Crest (KFRU)
Maud & Cousin Bill (NBC)
Maxwell House Coffee Concert (NBC)
Maxwell House Show Boat (NBC)
Maxwell House Tune Blenders (NBC)
May I Have the Floor (KFUO)
May Madison (WCAO)
May We Present (CFCF)
Mayfair Melodies (CBS)
Mayfair Singers (CBS)
Maytag Orchestra (NBC)
Maytime (WINS)
Me and My Dad (WLTH)
Me and My Job (WFBL)
Me and My Shadow (KGW-KEX)
Medical Debunker, The (WCPO)
Medicine Show (KGO-KPO)
Meditation (KSAC, WCBS, WWVA)
Meditation Hour (WBT, WHK)
Meditation in Psalms (WMCA)
Meditation Moments (WQAM, WCBD)
Meditation Period (WMFD)
Meditations (WJR, WOV)
Mediterranean Hour (WGES)
Mediterraneans, The (KSD)
Meet Some People (KHJ)
Meet the Artist (CBS)
Meet the Folks (WFAA)
Meet the Girl Friends (KGO-KPO)
Meet the Missus (WBBM)
Meet the Orchestra (KGO-KPO)
Meet the Professor (WHAM)
Meet Your Favorites (WPHR)
Meet Your Neighbor (KFPY)
Meeting at the Crossroads (WSYR)
Meisinger Radio Club (KSLM)
Meister Singers, The (CBS)
Meller Drammers (WHN)
Mello Cello (WTMJ)
Mello Melodies (WFBM)
Mellow Console Moments (WIL)
Mellow Mandoliers (WESG)
Mellow Melodies (NBC)
Mellow Moments (CBS)
Mellowed Songs (CFRN)
Mellowmaid Party Time (KANS)
Melo-Clarions (NBC)
Melo-Defrosters (WESG)
Melo-Rhythm (WOV)
Melodee Canary Concert (WDAF)
Melodeers, The (KOL)
Melodettes, The (KRKO, WHBF)
Melodiana (KGO-KPO)
Melodians (KGO-KPO)
Melodic Ensemble (WBZ-A)
Melodic Interlude (WDNC)
Melodic Mementoes (KSD)
Melodic Memories (KGB)
Melodic Moments (KTUL)
Melodic Rhythms (WSAI, WISN)
Melodic Serenade (WTAM)
Melodies All for You (KDB)
Melodies and Memories (CBS)
Melodies Antique (WTAM)
Melodies at Eventide (WHDL)
Melodies by Maryland (KOMA)
Melodies de France (NBC)
Melodies for Madam (WHB)
Melodies from Aladdin's Magic Lamp (KGVO)
Melodies from Painterville (WHB)
Melodies from the Family Album (WHP)
Melodies from the Sky (WHBB, WGN)
Melodies in Song (WRUF)
Melodies l'Argentine (KGVO)
Melodies of Manhattan (KMOX)
Melodies of the South (KFIO)
Melodies of Yesterday (WBBM, KFAB)
Melodies of Yesteryear (WRUF)
Melodies that Endure (WJJD)
Melodies that Never Grow Old (WHB)
Melodies with Margie (KOMA)
Melodi-Men (WOW)
Melodious Measures (WKRC)
Melodoscope (WMCA)
Melody (KHJ)
Melody and Romance (WMBH)
Melody Boulevard (KGMB)
Melody Boys (WBZ-A, WCHV)
Melody Canary Concert (WMCA)
Melody Chest (CBS)
Melody Clock (WMBO)
Melody Cruise (WTAM, WGAR, KONO)
Melody Express (WBRE)
Melody Favorites (WKZO)
Melody Garden (KDYL)
Melody Graphic (CBS)
Melody Headlines (CBS)
Melody Hour (NBC)
Melody in Song and Story (WRVA)
Melody Kitchen (WDNC)
Melody Land (WBZ-A)
Melody Lane (KGO-KPO, KABC, WPHR, KMBC, KFEQ, WBZ-A, CKCD)
Melody Lane of the Air (WMBH)
Melody Limited (KFRO)
Melody Lingers On (CKLW, KGO-KPO)
Melody Magic (WGAR)
Melody Makers, The (WCHS)
Melody Man (WFIL)
Melody Masquerade (KGO-KPO)
Melody Master (KOA, WFBM)
Melody Masterpieces (CBS)
Melody Matinee (KGO-KPO, WCCO, KOY)
Melody Memoirs (KGW-KEX)
Melody Men, The (WJAY)
Melody Merchandise Parade (KTUL)
Melody Merry-Go-Round (WJBO-WWSW)
Melody Mike and His Mountaineers (WHB)
Melody Mill (KGMB)
Melody Mixers (KGO-KPO)

Melody Moments (WMBO)
Melody Moods (WGAR, KSD, WTBO)
Melody Muse (KHJ)
Melody Musings (CBS)
Melody Musketeers (NBC)
Melody of Romance (NBC)
Melody of the Morning, The (KFYO)
Melody Parade (WSUN, WDAF, KHSL, WBZ-A)
Melody Review (KGO-KPO)
Melody Serenade (KHQ)
Melody Shop, The (KGHI)
Melody Speaks (WMBC)
Melody Special (KTUL)
Melody Sweethearts (WINS, WAAB)
Melody Swingsters, The (CFLC)
Melody Thru the Ages—Roy Harris (WQXR)
Melody Time (KGLO)
Melody Train (KGO-KPO, WMCA, WGBI, WHB)
Melody Weavers (WBBM)
Melody with Grace (WOV)
Melograin Orchestra (CKCD)
Melomaniacs (CBS)
Melotone Melodies (KWTN)
Melvin and Merciful (KOIN)
Melwood's Book-o-scope (KPDN)
Memoir of Dr. J. O. Lambert (CHRC)
Memoirs of a Concert Master (WBS)
Memo Pad, The (CJOC)
Memo-Scopics (WESG)
Memorial Hospital Tours (KTRH)
Memories (WCAP)
Memories at Twilight (WRUF)
Memories Garden (CBS)
Memories in Melody (CBS)
Memories in Music (WRR)
Memories of Hawaii (RRI)
Memories of the Old Opr'y House (WKY)
Memories of You (KMBC)
Memories that Endure (KOB, MacG)
Memory Baseball (KWKH, WSGN)
Memory Chest (KHJ)
Memory Contest, The (WFDF)
Memory Game, The (KSD)
Memory Garden (KSL)
Memory Lane (KGO-KPO, KVSO, WCBS, CJRN)
Memory Lane Trio (WFMD)
Memory Man, The (KGNC)
Memory Melodies (WJW, KSD, WAML, WABI, WAWZ, KABC)
Memory Minstrel (WJIM)
Memory Music (KGNF)
Memory Room (KGMB)
Memory Teasers (KSLM)
Memory's Concert Hall (WINS)
Memory-Timekeeper (KALE)
Memphis Five (NBC)
Memphis Original Amateur Show (WHBQ)
Men and Manners on the Air (WDRC)
Men Behind the Classics (KFIZ)
Men in the News (WHA)
Men of Daring (NBC)
Men of Destiny (WGN)
Men of Manhattan (CBS)
Men of Notes (WEBC)
Men of the Skylanes (WBNS)
Men of the West (KOA, WMAQ)
Men of Tomorrow (WGBI)
Men on the March (CJOC)
Men Who Made America (NBC)
Men Who Made History (WMAQ)
Men's Style Talk (WSPA)
Mend Your Speech (WBAX)
Mennen Men (NBC)
Mental Meanderings (WSBT-WFAM)
Menu Club (CBS)
Merchant's Business Birthday Parties (KGNF)
Merchants' Calendar (WCAM)
Merchants' Express (WWL)
Merchants in Melody (WMCA)
Merchants' Matinee (KFXR)
Merchants' News Review (KIUL)
Merchants' Parade (WMFJ
Merchants' Review (KFIZ)
Meridians (CBS)
Merly Personality Perfumes (NBC)
Merrily Yours (WAAT)
Merry Country Boys, The (CHNC)
Merry Gardens (WMAQ)
Merry Gentlemen (WMCA)
Merry Go Round (KXRO)
Merry-Go-Round, Jr. (WDAS)
Merry Go Round of the Air (KOIN)
Merry-Go-Round, Sr. (WDAS)
Merry-Go-Round, The (WCPO, WPHR, WJR)
Merry-Go-Round, The WLS (WLS)
Merry Madcaps, The (WTIC)
Merry Melodies (CBS)
Merry Men, The (KOL)
Merry Mountaineers (WAAT)
Merrymakers, The (KHJ, CJIC)
Message of Israel (NBC)
Messenger (WMCA)
Messengers of Melody (CFCF)
Messiah, The (IBS)
Meter Miser Quizzer (KFH)
Metro Brass Quartet (WFMD)
Metropolis (RRI)
Metropolitan Echoes (NBC)
Metropolitan Opera Auditions (NBC)
Metropolitan Opera Series (NBC)
Metropolitan Operas (NBC)
Metropolitan Players (WDRC)
Metropolitans (KGO-KPO)
Mexican Marimba Orchestra (NBC)
Mexican Minstrels (WHBQ)
Mexican Musical Tours (NBC)
Mexican Players (WOAI)
Meyer, the Buyer (CBS)
Michigan Boulevardians (WBBM)
Michigan Radio Revival, The (WIBM)
Michigan Speaks (WJR)
Mickey and His Music (KGO-KPO)
Mickey of the Circus (CBS)
Microbes and Mice (KMPC)
Micronews (WSBT-WFAM)
Microphobians (KYA)
Microphonians (WBZ-A)
Midafternoon Musicale (KGO-KPO)
Midday Melodies (KDKA)
Midday Merry Go Round (WCAE, CRS)
Midday Message (WMCA)
Midday Musical Notes (KGO-KPO)
Midday Musicale (KGO-KPO, WHB)
Midday Service, The (WGN)
Midland Melodic Choir (KMBC)
Middle-name Club (KELD)
Mid-morning Melodies (WTMV, KGCX)
Midnight Extra (WHN)
Midnight Fliers (WSBT-WFAM)
Midnight Frolic, The KFI (KFI)
Midnight Jamboree (WWVA)

Midnight Melodies (KGO-KPO)
Midnight Merrymakers (KWK)
Midnight Moods (KFPY)
Midnight Musings (KFPY)
Midnight Organ Reveries (KFOR)
Midnight Rendezvous, The (WWRL)
Midnight Review (KDON)
Midnight Serenade (KOIN)
Midnite Clambake (KRE)
Midnite Matinee (KOL)
Mid-Pacific Melody (KYOS)
Mid-week Forum (WMCA)
Mid-week Jubilee (KOL)
Mid-week Vesper Service (KFUO)
Midwesterners, The (KMBC)
Mike Hanapi's Ilima Islanders (WTIC)
Milady of Melody (WHAM)
Milady's Day (WMBH)
Milady's Matinee (NBC)
Milady's Mirror (CBS)
Mildred Boyer's Program (KSFN)
Mile a Minute Revue, The (WMT)
Miles Away (KWOS)
Miles of Smiles (KPDN, KTEM)
Miles of Smiles Revue, The (WPTF)
Military Classics (CJOC)
Milk Bottles (WAVE)
Milkman's Club (WTCN)
Milkman's Matinee (KWK, WIND, WMBH, KRE)
Miller of St. Lawrence, The (CHRC)
Miller's Melody Makers (WBIG)
Millie and Tillie (WOW)
Millwood Silver Cornet Band (WKZO)
Mimics' Hour, The (KFI, KECA)
Mindways (KGO-KPO)
Miniature Concert (KONO, WAAF)
Miniature Minstrels (WHEC)
Miniature Monday Revue (KTUL)
Miniature Musicale (KOL)
Miniature Theatre (WJAY)
Ministers' Question Box (WFDF)
Minit Interviews (WAVE)
Minnesota Poets (WTCN)
Minnie and Maud (NBC)
Minstrel Gems (WCAM)
Minstrel Show, The (KFEQ)
Minstrels, The KFBI (KFBI)
Minute Interviews (WGAR)
Minute Man (KTUL, WSIX)
Minute Man and Canaries (WSFA)
Minute Manners (WBS)
Minute Melodies (CRS)
Minute Men (NBC)
Minute Men of America (NBC)
Miracle Man (WJBC)
Miracle Mirage (WOAI)
Miracles of Magnolia (NBC)
Miracles of Sport (TPC, KHSL)
Mirandy's Kitchen (KMBC)
Mirror of Events (WGES)
Mirror of Life, The (WRAX-WPEN)
Mirror of Melody (WHB)
Mirror Reflections (WMCA)
Mirrors of Beauty (CBS)
Mirth and Melody (KANS)
Miscellaneous Talks (NBC)
Misco Entertains (WTAG)
Miss Kaye and Lilac (WHBF)
Miss Lizabeth (KSL)
Miss Mack (KCKN)
Miss Marion (WEBC)
Miss Robinhood (WHN)
Missing Persons Bureau (KTRH)
Mission of the Air, The (CKCL)
Mission Period (KFUO)
Mission Players (WSAI)
Missionary Letters (KFUO)
Mississippi Memories (WTMV)
Mississippi Minstrel (CBS)
Mississippi Minstrel, Dale Wimbrow (NBC)
Missouri Amateur Night (KMOX)
Missouri Slope Review (KFYR)
Mr. & Mrs. Powerpenny (KPDN)
Mr. and Mrs. Pumpernickle (WBBC)
Mr. & Mrs. Valspar (NBC)
Mr. & Mrs. Wisepenny (WBS)
Mr. Average Man (WTMV)
Mr. Bones & Company (NBC)
Mr. Business Man (WAIM)
Mr. Chairman (CFCF)
Mr. E. (WMCA)
Mr. Fixit (CBS)
Mr. Fox Hunter and Watson (WSVA)
Mr. Matter O' Fact (KTEM)
Mr. Prosper (WTMV)
Mr. Right & Mr. Wrong (NBC)
Mr. Settle (NBC)
Mr. Versus Mrs. (KLZ)
Mrs. A. M. Goudiss (NBC)
Mrs. Blake's Radio Column (NBC)
Mrs. Ely Culbertson (NBC)
Mrs. Emmons Blaine (NBC)
Mrs. Haddocks' Family (WHBQ)
Mrs. Miller's Boarding House (MWR)
Mrs. Nagsby (NBC)
Mrs. Neighbor (KOMA)
Mrs. Sampson's Market Basket (WRVA)
Mrs. Thrifty Buyer (WHAM)
Mrs. Wiggs (NBC)
Mrs. Wiggs of the Cabbage Patch (WBS)
Mistress of Melodie (KWTN)
Mixing Bowl, The (WTIC, WBNS)
Mixing Spoon, The (WXYZ)
Mo and Jo (KELD)
Mocking Birds (WESG)
Model Builder, The (WHJB)
Model Laundry Singers (WSOC)
Modene Merrymakers (WBZ-A)
Modern Cinderella (WCBA-WSAN)
Modern Detective Science (NBC)
Modern Ensemble. The (CBS)
Modern Fairy Stories (KMBC)
Modern Girl's Romance, A KOMA, CBS, WINS)
Modern Harmonics (WBZ-A)
Modern Lady, The (NBC)
Modern Love Story (CBS)
Modern Male Chorus (CBS)
Modern Masters (CBS)
Modern Melodies (KLO, KGO-KPO, KDKA, WGY)
Modern Minstrels (CBS)
Modern Mountaineers (KTRH)
Modern Music Box, The (WDAF)
Modern Music Hour (WQXR)
Modern Music Makers (KGO-KPO)
Modern Musical Treats (WFBM)
Modern Parallels to Bible Parables (KFUO)
Modern Romances (NBC)
Modern Serenade (KTUL)
Modern Tempos (WRUF)
Modern Varieties (CHRC)
Modern Woman at Home (KGO-KPO)
Modernaires, The (WBZ-A)
Modernettes (WDRC)
Modernistic High Jinks (KOIN)

Modernistic Melodies (CBS)
Modes and Moods (WTAM)
Modulations (CBS)
Moffit & Peipho Hour of Peace (WLBC)
Mohawk Powwow (WFBM)
Mohawk Treasures Chest (NBC)
Molle Merry Minstrels (NBC)
Mollie Halstead's Home Forum (WSAI)
Mom and Lilly (WOAI)
Moment Musicale (NBC)
Moment with the Moderns, A (KOL)
Moments Musical (WCAM)
Moments of Adventure (NBC)
Moments of Comfort (KFUO)
Moments of Life (WRJN)
Moments of Melody (TH, WCHS)
Moments You Never Forget (WBS)
Moments with the Old Masters (KFUO)
Monday at Home (KTUL)
Monday Blues (KGO-KPO)
Monday Blues Cure (CBS)
Monday Matinee (KGO-KPO, WAIM)
Monday Merrymakers (KYW)
Monday Morning Revue (CBS)
Money, Magic and Music (KMBC)
Monitor Children's Program (KHSL)
Monitor Views the News, The (KHSL)
Monkey Business (KELD)
Monkey Cleaner's Program (WDAF)
Monkey Club (WKZO, WBOW)
Monogram Community Calendar (WRVA)
Monologues (KFUO)
Montague's Millions, Mrs. (NBC)
Montana Mountaineers, The (KGCX)
Montana Pete (WEBC)
Montana Radio Forum (KGIR)
Monte Magee-Voice of the Southland (WOAI)
Months in Review, The (KFPY)
Monticello Party Line (KHJ)
Monticello String Band (WCHV)
Montrealers, The (CBS)
Moo Club, The (WELL)
Mood Classique (KFWB)
Mood Ebony (WAAT)
Mood Magic (WGAR)
Mood Neapolitan (CBS)
Mood Oriental (WTAM)
Moods (WTAM)
Moods and Fancies (CBS)
Moods and Melodies (WHA, KFVS)
Moods and Memories (NBC)
Moods and Music (WMBO)
Moods in Melody (KFPY)
Moods in Music (WMCA, WJR)
Moods in Song (WSJS)
Moods Musical (MacG)
Moods Musicale (KTUL)
Moon Dial (WJSV)
Moon Magic (NBC)
Moon Over Africa (RRI)
Moon River (WLW)
Moonbeams (WDBO)
Moonbeams and Music (WFIL)
Moonettes, The (WBIG)
Moonglow (CBS)
Moonlight and Stardust (WHN)
Moonlight Meditation (CKCL)
Moonlight Melodies (KABC)
Moonlight Musicale (KCMO)
Moonlight Serenade (WWSW)
Moonlight Serenader (WEAU)
Moonshine & Honeysuckle (NBC)
Moorish Tales (NBC)
More Truth Than Poetry (NBC)
Morning After, The (WHAM)
Morning Almanac (WHIO)
Morning Bible Lesson (WDAF)
Morning Bulletin (WCHS)
Morning Bulletin Board with Norman Rogers (KFXR)
Morning Chanticleer (KGO-KPO)
Morning Cheer (KDKA)
Morning Dance Musicale (WIND)
Morning Devotional (WSPA)
Morning Devotions (WCHV, WHO)
Morning Express (WCAE)
Morning Eye Opener (KGO-KPO)
Morning Glories (KHSL, WHB)
Morning Greetings, WEAF (NBC)
Morning Health Class (KSAC)
Morning Housewife (KORE)
Morning in Miami Police Court (WQAM)
Morning in Rocky Hollow (CBS)
Morning Interlude (WSAU)
Morning Lyrics (WBT)
Morning Mail (WQAM)
Morning March Time (WHLB)
Morning Matinee (KFVS)
Morning Meditation (KFUO, WFBL)
Morning Meditations (KSLM, WAAT)
Morning Meeting House (WNBX)
Morning Melodies (KOL)
Morning Merry-Go-Round (WSB)
Morning Merrymakers (KFRC)
Morning Minstrels (CBS)
Morning Mirrow (WJNO)
Morning Mixing Bowl (WJW)
Morning Moods (KONO, WQAM, WBZ-A, WMFD)
Morning Musical Clock (WCAO)
Morning Musicale (WHB, WHLB, KFUO)
Morning News (WCAP)
Morning News, Jack Ingersoll (WINS)
Morning Newspaper of the Air, The (KFYO)
Morning on Broadway (CBS)
Morning Parade (WTMJ, KDKA, WFDF)
Morning Philosopher (KFXD)
Morning Pick-Up (WAVE)
Morning Radio Roundup (WAAT)
Morning Rendezvous (WOAI)
Morning Revelries (CHRC)
Morning Reveries (KFAB)
Morning Revue, The (WOV)
Morning Roundup (WWL, WCKY)
Morning Serenade (KTUL)
Morning Serenaders (WTAM)
Morning Song (NBC)
Morning Stars (WBZ-A)
Morning Stroll (KDKA)
Morning Sun Dial (WSAI)
Morning Varieties (KVI, CKCL, WSAU)
Morning Variety (CBS)
Morning Variety Show (WHB)
Morning Visitor, The (WIBM)
Morning Watch (WAAB)
Morning Watch, The WTIC (WTIC)
Morning's Biggest News Story (KICA)
Morris Chair of the Air (WNBH)
Morris L. Nelson's Variety Hour (WJBY)
Morris Plan Musings (WOAI)

Morris Plan Revelers, The (WDAF)
Morton Downey (NBC)
Mose and Pete (CFLC)
Moses Cleaveland's Album (WGAR)
Most Unusual Thing in Town, The (KWG)
Mother and Son (WBNX)
Mother Machree (WTMV)
Mothers' Album (WJR)
Mothers Radio Round Table (NBC)
Mother's Sacrifice (WEVD)
Motion Picture Monitor (CFAC)
Motor City (CBS)
Motor City Melodies (WJR)
Motor Parade (KTUL)
Motoring Thru Europe (KGO-KPO)
Mountain Kid (WCHV)
Mountain Melodies (KSL)
Mountain Music (KFXJ)
Mountain Music Hour (WRGA)
Mountain Rhythms (WMSD)
Mountain William Revue, The (WSJS)
Mountain Williams (WDOD)
Mountaineers (WDRC)
Mountaineers, The CFLC (CFLC)
Mournful Minstrel, The (CFLC)
Mouth Health (NBC)
Movie Boner Detective (WLTH)
Movie Chat (WISN)
Movie Fanfare (WKY)
Movie Gossip (WJBY)
Movie Man (WCHV)
Movie Musicale, The (KSD)
Movie Mutterings (CKCL)
Movie Odds and Ends (WMBO)
Movie Parade (WEBC)
Movie Review (WLVA)
Movie Star Review (KMBC)
Movie Starr Dust (WMCA)
Movies Man, The (WINS)
Movies on Parade (KABC)
Moving Stories of Life (MacG, RRI)
Moxie Hostess Hour (NBC)
Mud Caves, The (KGO-KPO)
Mueller Warmsters (WTMJ)
Mummers, The (WJR)
Municipal Court (WHIO)
Municipal Government Activities (KGO-KPO)
Murder on Schedule (KOIL)
Muscle Man (WJJD)
Muse-Art String Quartet (KHJ)
Museum of Music (WELI)
Museum of the Air (WDRC)
Music & American Youth (NBC)
Music & Ballet (WQXR)
Music and Banter (WJJD)
Music and Fashions (KONO)
Music and Flowers (WCBD)
Music and Marriage (WJJD)
Music and Mirth (CKCD)
Music and Musings (KTUL)
Music and Mystery (KANS)
Music and Poetry (WCBD)
Music Appreciation (KFUO, KSAC)
Music Appreciation Hour for Adults (WCAD)
Music Appreciation Hour for Rural School Children (WCAD)
Music Appreciation Hour, The NBC (NBC)
Music Appreciation Program (WSVA)
Music at Midnight (KGB, WCAE)
Music Box (KLPM, WAVE, KGO-KPO, KVI, KMBC, KLZ, KTUL)
Music Box Concert (KGO-KPO)
Music Box Memories (WMCA)
Music Box Revue (KFVS, WFIL)
Music Boxers (WGRC)
Music Cabs (WMCA)
Music Chest, The (WRJN)
Music Doctor (KGO-KPO)
Music Everlasting (KONO)
Music for Everybody (CFRN)
Music for "Hims" (KTUL)
Music for Madame (KLZ, KTUL)
Music for Miladi (CJOC)
Music for Moderns (KYW)
Music for the Family (WLW)
Music for Two Pianos (WRUF)
Music for You (WATR)
Music for Younger Children (WHA)
Music from Budapest (WJAY)
Music from the Blues (KOVC)
Music from the Movies (KTUL)
Music from the Shores of Sunny Italy (WGES)
Music Garden (KGO-KPO)
Music Goes 'Round (WHIO)
Music Guild, The NBC (NBC)
Music Hall (NBC)
Music in a Sentimental Mood (WBS)
Music in Gotham (WQXR)
Music in Many Moods (WOV)
Music in Pastel Shades (KTUL)
Music in the Air (WHB, WPTF, KOL)
Music in the Waldorf Way (WMBO)
Music in Three-Quarter Time (WJBY)
Music Intime (WTIC)
Music Is My Hobby (NBC)
Music Lady, The (WSYB)
Music Lovers (WBZ-A)
Music Lovers' Corner (CFAC)
Music Magnificent (KYOS)
Music Maker, The (KLO)
Music Mart, The (WRR)
Music Masters (KGVO)
Music Mellowed by Time (KYOS)
Music Memory Contest (KFOR)
Music Mixer, The (KXBY)
Music Mixers (KWOS)
Music Moderne (KFXJ)
Music of Memory (CFAC)
Music of the Ages (WSB)
Music of the Masters (WHB, KGO-KPO, WRR, WJJD, KRE)
Music of the Moment (WTAM)
Music of the Nations (CJIC)
Music of the South (KGO-KPO)
Music of the Theatre (CBS)
Music Period (KFUO)
Music Room (KGO-KPO, KDLR, WHLB)
Music Shop (WOI)
Music that Makes America Dance (KGMB)
Music that Satisfies (WCLS)
Music—Then and Now (KDON)
Music Treasure Box (NBC)
Music Weavers (WGY)
Music with Our Compliments (CFCF)
Music with the Masters (WGH)
Music with the Stars (WHBB)
Music You Love (WBS)
Music You Remember (WBS)
Musical Air Pictures (KOMA)
Musical Album (CBS)
Musical Almanac (KWTN, KSD, WBS)
Musical Alphabet (CBS)
Musical Americana (CBS)
Musical Antique Shop (WMBH)
Musical Art Quartet (NBC)
Musical Auctioneer, The (KUJ)
Musical Bakers, The (KGNC)
Musical Barbers (KMBC)
Musical Bazaar (WESG)

Musical Biographies (KOL)
Musical Blossoms (WWVA)
Musical Bouquet (WAAT)
Musical Boys (WCHV)
Musical Brevities (WDAE, KTUL, KGNC)
Musical Brevities, with Footnotes on Safety (KTAT)
Musical Briefs (WRGA)
Musical Brownies, The (KTAT)
Musical Buds (WLTH)
Musical Cameraman (NBC)
Musical Capers (KGO-KPO)
Musical Caravan (CRS, CHRC)
Musical Chatterbox (KVI)
Musical Christmas Card (KUJ)
Musical Christmas Tree (KTUL)
Musical Classroom (WRAX-WPEN)
Musical Clock (WLVA, KOMA, KTRH, KGO-KPO, WIBM, KFOR, WJAX, KDFN, WDAF, WJAG, WMFJ, WTO, WINS, WBBM, WBIX, WEBC)
Musical Clock Hour KVOA, CKPR, KGAR)
Musical Cocktail (KONO)
Musical Comedy Excerpts (WQXR)
Musical Comedy Hits (WGY)
Musical Comedy Memories (CBS)
Musical Comedy Review (NBC)
Musical Commemorations to the Masters (KXBY)
Musical Corral (KABC)
Musical Cruise with Spearmint Crew (NBC)
Musical Diary (NBC)
Musical Discoveries (WOAI)
Musical Echoes (KGO-KPO, CKLW)
Musical Episodes (CBS)
Musical Esquire (KGO-KPO)
Musical Etchings (WJR)
Musical Events—Ann Truesdale (WQXR)
Musical Excellence (WJJD)
Musical Explorer (CKWX)
Musical Fashionplates (WMCA)
Musical Favorites (KSD)
Musical Filling Station (WMCA)
Musical Footnotes (WWVA)
Musical Foursome (CBS)
Musical Gems (WINS, KTUL, WDGY, WJOG, KSD)
Musical Geography (WHB)
Musical Gestures (KSD)
Musical Grab Bag (KGO-KPO, WRR, KHSL, KALB, WRGA)
Musical Greetings (KLZ)
Musical Greetings Club (WSPA)
Musical Gridiron (KDKA)
Musical Grocers (KMBC)
Musical Grocery Home (NBC)
Musical Half-Hour (KWOS)
Musical Headlines (WELL, KTUL, KWK)
Musical Highlights (KGO-KPO)
Musical Historv (WKY)
Musical Importations (KGB)
Musical Interludes (KRKO)
Musical Jamboree (KPDN, WHB)
Musical Kaleidoscope (WGY)
Musical Kitchen with Janie and Weston (WMFD)
Musical Librarian, The (KXBY)
Musical Magic (KRBC)
Musical Mailbox, The (WMT)
Musical Market Basket (KTUL, WTBO)
Musical Marmalade (KTEM)
Musical Masterpieces (WJAG)
Musical Masterworks (KLO)
Musical Matinee (KVI, WDAF, WJBY, KMOX, CKWX, KGLO)
Musical Melange (WHAS, WTBO, KTAT, KGCX)
Musical Memory Book WPHR, WKRC)
Musical Memorv Contest (WCBD, WQXR)
Musical Memory Game (WAVE)
Musical Memories (IBS, WSGN, WOPI, KVI, KGKB)
Musical Merry Go Round (KGO-KPO, WRGA)
Musical Mildredettes (WDGY)
Musical Milkman (KGA)
Musical Millers of Hearts Delight (WOAI)
Musical Miniatures (KGLO)
Musical Mirror (WTMV, KCMO)
Musical Missionaries of Goodwill (WOAI)
Musical Mix-Up (KRBC)
Musical Moments (WBS)
Musical Moods (KLO, KSL)
Musical Mysteries (WMFG)
Musical Newsettes (WDGY)
Musical Newsy (KFWB)
Musical Nick Nacks (KMOX)
Musical Notebook (WDAF, KSOO, WCLO)
Musical Notes (WJAX, KFVS)
Musical Novelties (NBC)
Musical Parade (WBZ-A, KGNC)
Musical Portfolio (WAAT)
Musical Portraits (WBZ-A, KHSL)
Musical Postman (CBS)
Musical Potpourri (KGVO, WCBD)
Musical Preferences (WHEB)
Musical Rainbow (WBS)
Musical Rainbows (KFIZ)
Musical Reveries (CBS)
Musical Rogues (WNAC)
Musical Romance (WKY)
Musical Roulette (WJAG)
Musical Round-Up (WNAC)
Musical Salesmen (KMBC)
Musical Scales (KYA)
Musical Scrapbook (KFVS, WHBB, KHSL)
Musical Silhouette (WMCA)
Musical Sketchbook (WAVE)
Musical Sketches (KGO-KPO)
Musical Sleigh Ride (KTUL)
Musical Snapshots (WMCA)
Musical Speedway (KGNF)
Musical Story Lady, The (WOC)
Musical Sunbeams (WDRC)
Musical Surprises (WBZ-A)
Musical Tailors (KMBC)
Musical Tid-Bits (KONO)
Musical Toast (CBS)
Musical Train (KLO)
Musical Travelogue (WBZ-A)
Musical Treasure Chest (KGO-KPO)
Musical Vagabonds (WBZ-A, WCCO)
Musical Valentines (WMBH)
Musical Varieties (KFPY, WGY, WFIL)
Musical Vespers (CBS)
Musical Vignettes (CBS)
Musical Weather Man (WBBM)
Musicale Portraits (KGDM)
Musicalities (KGO-KPO)
Musicomedy Special (WTMV)
Musing Time (WKY)
Muted Strings (WGY)

Mutual Moments (WICC)
My Battle with Life (NBC)
My Boy (WEVD)
My Childhood Scrapbook (KFUO)
My Hobby Is (WSOC)
My Job (WFIL)
My Message to You (KFUO)
My Oklahoma (WKY)
My Piano and Me (KGA)
My Portrait Gallery of Famous Britons (NBC)
Mystery Chef (NBC)
Mystery Chief (CBS)
Mystery Dramas (KGEZ)
Mystery Hour, The (KFSO)
Mystery House (NBC)
Mystery Melody Program
Mystery Melody (WALR) (WCOL)
Mystery Melody Time (WKY)
Mystery Melodies (WCBA-WSAN)
Mystery Singers (WBZ-A)
Mystery Voice (WAAT, KVOL)
Mystery with Music (WPTF)
Mystery's Mansion (CBS)
Mysteries in Paris (CBS)
Mysterious Island (NBC)
Mysterious Mr. Mac (WMCA)
Mystic Melodies (KVI, KSLM)
Mythical Ballroom (WJBY, WDGY)
Mythical Horse Race (WAVE)
Mythical Night Club (KTUL)
Mythical Theatre, The WALR (WALR)

Mc

McAleer Twins, Mac and Al, The (WOAI)
McEntee Time (WKY)
McKesson Musical Magazine (NBC)
McKesson's Musical Notes (KFVS)

N

Name the Band (KFOR)
Nancy and Ned (KCKN)
Nancy Clancy, Piano Patter (WINS)
Nancy Dennis, Piano Patter (WINS)
Nancy Lee's Shopping Tour (WFOY)
Narratives on Bible Truths (KFUO)
National Affairs (KSAC)
National Amateur Night (CBS)
National Barn Dance, The (WLS)
National Concert (KGO-KPO)
National Dairy Productions (NBC)
National Dairy Virtuosos (NBC)
National Democratic Club Forum (CBS)
National Farm & Home Hour (NBC)
National Home Hour (NBC)
National Labor Scene, The (WEVD)
National Music Camp (NBC)
National Players (KGO-KPO)
National Radio Forum (NBC)
National Security League (CBS)
National Spelling Bee (WMCA)
National Student Federation of America (CBS)
National Sunday Forum (NBC)
National Surety's Secret Cases (NBC)
National Vespers (WENR)
National Vespers—Dr. Fosdick (NBC)
National Youth Administration (WBT)
Natrona County High School Program (KDFN)
Natural Bridge Music-makers (NBC)
Natural Singers, The (KFEQ)
Naturals (CBS)
Nature Lore Program (WDRC)
Nature Studies (WJNO)
Nature Tales (WHA)
Navy in Review (KGB)
Neapolitan Echoes (KGO-KPO)
Neapolitan Nights (WGES)
Neapolitan Serenade (WSAY)
Neapolitans (CBS)
Near-to-Midnight Gospel Hour (KFUO)
'Neath Western Skies (KFH)
Negro Achievement Hour (CBS)
Negro Spirituals (WDRC)
Neighborhood Hour (WIL)
Neighborly Visit (WSAY)
Neighbors (NBC)
Neighbors, Incorporated (KWKH)
Neighbor's Noon Hour (WHKC)
Nellie Revelle at Large (NBC)
Nell Vinick (WBS)
Nemesis, Inc. (RRI)
Nestle Program (NBC)
Nettie Needle-Nert (RRI)
New Bedford Speaks (WNBH)
New Brunswick (N. J.) Public Schools (WAWZ)
New Business World (NBC)
New Deal for Artists (NBC)
New England Agriculture (WBZ-A)
New England Authors (WBZ-A)
New English Singers (CBS)
New Friends on the Bookshelf (WDBO)
New Ideas (WINS)
New Kitchen Secrets (KGO-KPO)
New Mexico Home and Farm Hour (KOB)
New Mother Hubbard (CBS)
New Plays & Players (NBC)
New World (KGO-KPO)
New World Symphony (CBS)
New York American Comics (WINS)
New York Goes to the Auto Show (CBS)
New York Hour (WINS)
N. Y.-Pa. Express (WESG)
New York Philharmonic Symphony Concerts (CBS)
New York Reporter (WINS)
New Yorkers, The (CBS)
New Start in Life, A (WBS)

Newlyweds, The (WCBS)
News Comes to Life (WINS)
News and Views (KGGF)
News and Views of Sports (KTAT)
News Behind the News (KFWB)
News by Air (CRS)
News Direct from Washington (KFUO)
News-Fax (WMBC)
News Flashes (KGEZ)
News from Capitol Hill (KFYR)
News from Life (WIND)
News from the Churches (WDAF)
News from the Weeklies (KWSC)
News Hunters (WMBC)
News in a Nutshell (WKRC)
News Jester, The (KMBC)
News Leader Current Events (WRVA)
News Leader History of Old Virginia (WRVA)
News Magazine of the Air (WBS)
News, Music, Interviews (KTUL)
News Oddities (KFIZ, WBT)
News of the Hour on the Hour (WCBS)
News of the Mississippi Valley (WHBF)
News of the Moment (CFAC)
News of the Road (WCAE)
News of the Week (KABC, WCMI)
News of the Week in Review (WSBT-WFAM)
News of the World (WJAS, WLTH)
News of Yesteryear (WDNC)
News of Your Neighbor (WDZ)
News of Youth (CBS)
News Parade (KGIW, WCAE)
News Parade, Al Grobe (WINS)
News Review (KSLM)
News Show (WJAS)
News Summary, The KDFN (KDFN)
News Tester, The (KMBC)
News Thru a Woman's Eyes (KMOX)
News with Music (WBBM)
Newsagrams (KROY)
Newscaster, The KOB (KOB)
Newscasts (KVSO, WOAI)
Newsical Sunshine (KGO-KPO)
Newsings with Hy Fox (WFAS)
Newspaper of the Air (KABR, KPQ)
Newspaper of the Air, The (WCLO)
Newstime (IBS)
Newsy Notes (WCBA-WSAN)
Newsy Notes from Hollywood (WBTM)
Nick and His Cornhuskers (WFDF)
Nickelodeon (NBC)
Nickie Norge (WOAI)
Night at the Inn, A (WCAE)
Night Club Extravaganzas (KMBC)
Night Club of the Air (WHB, WCAE, WSGN)
Night Club Parade (WFBL)
Night Club Romance (CBS)
Night Court (KGO-KPO, WHBQ, KUJ, WHO)
Night Dream Hour, The (NBC)
Night Editor (KGO-KPO)
Night Hawk Fiddlers (WPHR)
Night Hawks' Club (KYA)
Night Herders (KFIZ)
Night in Manhattan (WHN)
Night in Venice (KOIN)
Night Owl (KFBR)
Night Owls (WEBC)
Night Pilot, The (WRC)
Night Singer (CBS)
Night Time on the Trail (KMBC)
Nightwatchman, The (KGW-KEX)
Night Watch, The (WIND)
Nightcap Newscast (WROL)
Nighthawk Frolic (WDAF)
Nickel in the Slot (KONO)
Nill and Null (RRI)
19th Hole Golf News (KRE)
Nine to Five (NBC)
Nip and Tuck (KFWB)
Nissen Press Club (WKY)
Nite on the Prairie (KGNC)
Nite Owls, The (WBNS)
Nit Wit Hour (CBS)
Nitwit Serenade (WRUF)
Nitwits (WPAY)
No Mournful Numbers (CKY)
Noble Cain and A-Capella Choir (WENR)
Nobody Home (KGO-KPO)
Nocturne (CKWX, WBBM)
Nogalitas Heights Serenaders (WOAI)
Nomads (KGO-KPO)
None of Your Business (WAIM)
Non-Sectarian Morning Devotional Program (KDFN)
Noon Day Revue (WTAG)
Noon Day Variety (WFLA)
Noon Highlights (KGCX)
Noon Hi-Lites (WCCO)
Noon-Hour Clock, The KANS (KANS)
Noon News, Al Grobe (WINS)
Noon Hour Varieties (WRR)
Noon Revue, The (WJAY)
Noon Time Melodies (WTMV)
Noon-Timers Revue, The (KSD)
Noonday Classified Program (WBCM)
Noonday Frolic (KCRC)
Noonday Nocturne (WGH)
Noonday Novelties (KGVO)
Noonday Program of Popular Recordings (KRE)
Noonday Rhythm (WSAI)
Noonday Roundup (WADC)
Noonday Talks (KFUO)
Noonday Varieties (WMBO, WEAU)
Noontime Memories in Words and Music (KORE)
Noontime Parade (CFAC)
Noontimers (WCAO)
Norma Alaj (WPHR)
Norman Smith and Orchestra (KGFF)
North Iowa Public Forum (KGLO)
North River Docks (NBC)
Northern Lights (WTAM, KOIN)
Northern Naturals (WOW)
Northside Municipal Court (WHB)
Northwest Artists (WEBC)
Northwest on Parade (KGA, KHQ)
Northwest Top Tunes (KSOO)
Northwestern Neighbors (KOIN)
Norway (NBC)
Nosey Reporter (KVSO)
Notebook of Song (KYOS)
Notebusters (WFMD)
Notes and News (WKRC)
Notes and Nonsense (KGVO)
Notes and Notes (WNBH)
Notes in Rhythm (WJAY)
Notes to You (KXBY)
Nothing Today (KYA)
Nourishine Varieties (KGO-KPO)
Novel Half Hour (WTMJ)
Novel Nuggets (WHEB)
Novelesque (WSIX)
Novelette (WTAM)
Novelettes (KGO-KPO)
Novelteers (CBS)
Novelty Boys (KMOX)
Novelty Broadcasts (NBC)
Novelty Revue (WHB)
Novelty Rhythms (CBS)

Nuggets of Gold (KROC)
Number, Please! (WRJN)
Numbers (WCBS)
Nut Farm, The (WFBM)
Nut Meets (KMBC)
Nutmeggers, The (WDRC)
Nuts and Bolts (KGO-KPO)
Nutty Club, The WBBM (WBBM)
Nutty News (WMCA)



O-Susannah (KGW-KEX)
Object Matrimony (NBC)
Observations (KSAC)
Observatory Hour (KSL)
Occidental Duo (WJEJ)
Ocean Steamship (NBC)
O'Cedar Melody Man (NBC)
O'Cedar Time (NBC)
Odd But True (WHBQ)
Odd Job Interviews (NBC)
Odd Quirks in the News (KWKH)
Oddities from the Scrapbook of Life (KGB)
Oddities in the News (WSAI, KABR)
Oddities of the World (KTUL)
Oddles of Oddities (KGVO)
Odds and Ends (WJW, KROC, KRNR, KORE)
Odds and Ends of the Day (CBS)
Oedipus Rex (NBC)
Of the People, By the People, For the People (CBS)
Off the Beaten Track (CJIC)
Off the Record (WAAT)
O'Flynn, The (CBS)
Og, Son of Fire (CBS)
Oh! Ya! Ya! (KGO-KPO)
Ohio River Showboat (WCOL)
Ohio School of the Air (WLW)
Ohio Valley News (WCMI)
Oklahoma and the Cultural Arts (WKY)
Oklahoma Cotton Pickers (KFBI)
Oklahoma Gassers (KVSO)
Oklahoma Pioneers (KBIX)
Oklahomans, The (WKY)
Old and the New, The (WHO)
Old Camp Meeting (WRR, KRE)
Old Captain, The (WDRC)
Old Colonel and his Friends (KHQ)
Old Colonel South (WSB)
Old Country Store, The (CHRC)
Old Cracker Barrel, The (WGAR)
Old Cronies (WCAM)
Old Curiosity Shop, The (CBS)
Old Bachelor, The (KGER)
Old Doc Pleezem (WQAM)
Old Doc Pleezem and His Medicine Show (WQAM)
Old Doc Rhythm (KYOS)
Old Doctor Jim (NBC)
Old Family Almanac, The (KFOX)
Old Farm Hour (WCHS)
Old Fashioned Dance Band (NBC)
Old Fashioned Garden (WKRC)
Old Fashioned Girl (WLW)
Old Fashioned Githerin' (WNBX)
Old Fashioned Songman (CKTB)
Old Fashioned Spelling Bee (WMMN)
Old Fashioned Sweethearts (KWTO)
Old Favorite Tunes (WBS)
Old Gardener (KHJ, MWR, KFEQ, WOAI)
Old Gondolier (KMPC)
Old Governor (WOAI)
Old Hayride, The (KFVS)
Old Heidelberg (KMBC)
Old Home Safety Patrol (WCBM)
Old Home Singers (WSVA)
Old Homestead (WENR)
Old Hometown, The (KMBC)
Old Hymnal Revived (WTMV)
Old Jim Bridger (NBC)
Old King Cole (NBC)
Old Lamplighter, The (WDGY)
Old Left-Hander (WDNC)
Old Love Letters (WHAS)
Old Man from the Sandhills (KGNF)
Old Man of the Mountain (NBC)
Old Man Ohio (WHKC)
Old Man Sunshine (KGNC, WGY, WALA)
Old Masters Live Again (WDRC)
Old Meetin' House, The (WIBM)
Old Memory Box (KGO-KPO)
Old Music Cabinet, The (KFVS)
Old Music Master, The (KMBC)
Old Narrator (WALA)
Old Neighbor (KOMA)
Old Night Watchman, The (WJR)
Old Opera House, The (KROC)
Old Opery House, The (WMBC, KMBC)
Old Opry House Days (KPDN)
Old Pedagog, The (WSB)
Old Philosopher, The (KWK, WCBS, KHSL, KWSC)
Old Pine Trio, The (KFVS)
Old Pop (WJAY)
Old Prairie Schooner, The (KGNO)
Old Professor, The (KMBC)
Old Proofreader's Hour (KFUO)
Old Prospector (KHQ)
Old Puppet Maker, The (NBC)
Old Red Hill of Georgia (WSB)
Old Refrains (WTAM)
Old St. Louis (KSD)
Old Sergeant, The (WBZ-A)
Old Settlers, The (KGNO)
Old Shepherd and Jane (WBT)
Old Singing Master, The (NBC)
Old Skipper, The (WOKO)
Old Skipper and His Radio Gang, The (NBC)
Old Song Book, The (WDRC, WHO)
Old Song Shop, The (WTMJ)
Old Song Shoppe, The (WHBQ)
Old Songs for New (WEED)
Old Songs of the Church (WCBD)
Old South, The (KTAT)
Old South Narrative (NBC)
Old Spinning Wheel (KLO)
Old Stager's Memories (NBC)

Old Stanbacker, The (WBRC)
Old Storekeeper, The (KFEQ, KFVS)
Old Testament Hour (KFUO)
Old Theatre (WMCA)
Old Time Camp Meeting (CKCL)
Old Time Fiddles (WDBO)
Old Time Hayshakers (WCOL)
Old Time Melodramas (WBBM)
Old Time Party (KHQ)
Old Time Songs (WCHS)
Old Time Spelling Bee (KTAT)
Old Time Tunes (KGVO)
Old Timer, The (WCAP, MWR, KXRO)
Old Timers (KFIO)
Old Timers' Drive (WBS)
Old Timers' Frolic (WHBQ)
Old Timers' Midnight Jollification (WRVA)
Old Timers' Night (WEEI)
Old Timers' Trio, The (CFCY)
Old Topper, The (NBC)
Old Trading Post (CKLW)
Old Trapper, The (WHAM)
Old Traveler (NBC)
Old Travelers Tales (WMAQ)
Old Tyme Barn Dance (CJCO)
Old Union Sports Review (KGHI)
Old Vienna, From (CBS)
Old Village Choir, The (WWSW)
Old Violin Shop (WBZ-A)
Old Virtuoso and the Ten Digits, The (KELD)
Old Wagon Tongue (KOA)
Old Wayside (WSOC)
Old Witches (NBC)
Old Words to New Music (NBC)
Old World Music (KGO-KPO)
Old World Serenaders (KGO-KPO)
Ole King Cole (WFIL)
Ole King Cole's Ork (WAAT)
Oleanders, The (CBS)
Ole's Paul Bunyon Stories (WEBC)
Oliver's Ensemble (CBS)
Olympians (KGO-KPO)
Omaha University Round Table (WOW)
Omar Khayyam (CBS)
Omar's Basket of Melody (WTMJ)
Once Upon a Time (KGO-KPO, SR, KOA, KSAI)
One Day Painters (WBS)
One Fifteen Airmail (CFRN)
One Girl in a Million (WBS)
120 Minutes of Sunshine (KMPC)
One Man Accordion Band (WDRC)
One Man Minstrel (WMCA)
One Man Minstrel Show (CBS)
One Man Show, The (WHBQ)
One Man's Family (KGO-KPO)
One Man's Opinion (WMCA)
One Minute Sermons (KDKA)
One Night Stands (NBC)
One on the Aisle (WSBT-WFAM)
One Person to Another (KGA)
¼ Hour in ¾ Time (KFXD)
One Quarter Hour of Romance (WBBM)
¼ of ¾ (waltz time) (WGPC)
One Woman's Opinion (KMOX)
O'Neills, The (WBS)
On Parade (KGO-KPO, KOL, WINS)
On Pins and Needles (NBC)
On Review (CKLW)
On Southwestern College Campus (WFAA)
On Strings of Song (KFPY)
On the Air Today (CBS)
On the Air with Lud Gluskin (KNX)
On the Avenue (WCAU)
On the Campus (KSAC)
On the Front Porch (CBS)
On the Mall (KGEZ)
On the 9:15 (WISN)
On the Road to Romance (WRUF)
On the Set (KFVD)
On the Sunset Trail (NBC)
On the Village Green (CBS)
On Time with the News (WDRC)
On Twelfth Street (KMBC)
On Wings of Music (KGO-KPO, WBZ-A)
On Wings of Song (KANS, WNAC, KRQA, WHAM, CJOC)
On With the Show (KYA)
Open Air Theatre (KTAT)
Open Club Meetings of the Air (WNEW)
Open Door, The (WISN)
Open House (WQAM)
Open Road, The (NBC)
Open Road Cowboys (WOAI)
Opera Hours (WPHR)
Opera House Tonight (WTAM)
Opera in Miniature (KTUL)
Opera Mirror (CRS, KYA)
Operas, Great Moments from Great (NBC)
Operatic Echoes (CBS)
Operatic Gems (NBC)
Operetta in Miniature (CBS)
Operetta Snapshots (KDKA)
Opery House, The (KOA, WBNX)
Opportunity Hour (WIL, KTUL)
Opportunity Kitchen (NBC)
Opportunity Matinee (WFMD)
Opportunity Night (WBIG, KGNC)
Opportunity Parade (KGO-KPO)
Opry House (NBC)
Opry House Tonight (WCAE)
Optimistic Mrs. Jones, The (NBC)
Oral Lorgnettes (KMPC)
Orange County Medical Association (WDBO)
Orange Grace String Band (WRUF)
Orange Lantern (NBC)
Oregon on Parade (KOIN)
Organ Aires (KBIX)
Organ All Request Program (WSPA)
Organ Chimes (WRUF)
Organ Echoes (KOY)
Organ Fancies (KGDM)
Organ Grinder (KGHI)
Organ Grinder's Swing (KYOS)
Organ Interlude (KONO)
Organ Luncheon Music (CBS)
Organ Magic (WHAS)
Organ Meditations (WHJB)
Organ Melodies (WJEJ, KDB, KFBI)
Organ Midnight Symphony (KRE)
Organ Moods (KBTM)
Organ Musings (WHLB)
Organ Novelties (KERN, KPDN)
Organ Odes (KFIO)
Organ Poems (WMFG)
Organ Reflections (KOL)
Organ Reveries (WBZ-A, WCHV, KMPC, KFVS)
Organ Revielle (KFPY)
Organ Rhapsody (KXBY, WFBM)
Organ Serenade (WPHR)
Organ Swing (WINS)

Organ Symphony (KGO-KPO)
Organ Treasures (SR, KHSL)
Organ Varieties (KGDM)
Organalities (KMBC, KOVC, CFAC, KIUL)
Organesque (WIND, WHAS)
Organology (WCLO)
Orgets in the Air (NBC)
Oriental (WIL)
Oriental Wise Man (WAAT)
Orientale (CKCD)
Origin of Names (WHB)
Origin of Strange Superstitions (WHB)
Original Amateur Hour, The WHN (WHN)
Original Nut Club (WAAT)
Ormsby's Race Program (WOAI)
Orphan Annie (WGN)
Orville Foster's Holy Week Programs (IBS)
Oscar and Elmer (SR)
Other Americas, The (NBC)
Other Day, The (KHQ)
Other Fellow, The (KGO-KPO)
Other Fellows Job, The (KGA)
Other Man's Job, The (KFJB)
Other Side of the World, The (KXBY)
Otto Gray and His Oklahoma Cowboys (NBC)
Our American Schools (NBC)
Our Barn (WMAQ)
Our Book (WOAI)
Our Book Shelf (CBS)
Our Changing World (CBS)
Our City Beautiful (WHBQ)
Our Composers (WILL)
Our Daily Food (NBC)
Our Family (WCAE)
Our Famous Contemporaries (WBZ-A)
Our Friends (WINS)
Our Gal Sunday (CBS)
Our Government (NBC)
Our Government, Sen. Arthur Capper (CGS)
Our Legal Profession (WDBO)
Our Little Playhouse (CBS)
Our Neighbors (WENR, WBIG)
Our Neighbors Speak (KHQ)
Our Own Birthday Train (CJIC)
Our Quarter Hour (KUOA)
Our Romantic Ancestors (CBS)
Our Speech (WHA)
Out for an Airing (KOVC)
Out of the Dusk (WRJN)
Out of the Dusk to You (WEBC)
Out of the East (KGO-KPO)
Out of the Nite to You (WOW)
Out of the Past (WBZ-A, MacG)
Out Where the West Begins (KMBC)
Outaouais Little Theatre, The (CKCH)
Outdoor Reporter (KFWB)
Outdoor Review (WMBH)
Outports Hour, The (CFCY)
Outstanding Musical Program, The NBC (NBC)
Over a Cup of Tea (NBC)
Over Jordan (NBC)
Over the Back Fence (KGVO, KMPC)
Over the Coffee Cups (KDKA, KJNO, WDAF, WDWS)
Over the Footlights (KRE)
Over the Garden Gate (KGB)
Over the Heather (NBC)
Over the Tea Cups (WJNO)
Overtones of the News (WQXR)
Owatonna Radio Hour (KROC)
Own Meteorologist, WEEI's (WEEI)
Oxford String Quartet (WQXR)
Ozark Carnival (KMOX)
Ozark Matinee (KMOX)
Ozark Melodies (CBS)
Ozark Mountaineers (KMOX)
Ozark Opera (KXBY)
Ozarkana Corners (KWTO)

P

P. D. Q. Railroad (KFWB)
Pa and Ma Smithers (WLS)
Pa Perkins and His Boys (KFBI)
Pacific Conference Football Seasons (KFI)
Pacific Echoes (KSOO)
Pacific Feature Hour (KGO-KPO, KFI)
Pacific on Parade (KGO-KPO)
Pacific Paradise (KGHI)
Pacific Serenaders (KGO-KPO)
Pacific Vagabonds (NBC)
Padres, Gringos and Gold KYA)
Page One—News of the Day (WAAW)
Page One Pageant (UP)
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Pages from Life's Sketchbook (WFAS)
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Pageant of Melody (CHAB)
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Paging Mr. Traveler (WMCA)
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Paint Parade (WBS, KFVS)
Painted Dreams (WGN)
Pair of Pianos (KGO-KPO)
Palm Beach Jubilee Singers (WJNO)
Palm Beach Radio Program CBS)
Palmetto Ensemble (WIS)
Palmolive Beauty Theatre of the Air (NBC)
Pals (NBC)
Pampa Personalities (KPDN)
Pan American (KGO-KPO, WRUF, KFXJ)
Pancho Villa Passes (KPDN)
Pandoleers (KGNC)
Pandora's Box (CJIC)
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Panhandle Historical Society (KGNC)
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Panorama (WINS)
Pansy Family Party, The (WBRC)
Pantry of the Air (WMCA)

Paper Moon (MacG)
Pappy Pinson (WCMI)
Parade of Advertisers (WEAU)
Parade of Events (WOKO)
Parade of Famous Detectives (WDAF)
Parade of Features (IBS)
Parade of Hits (WPHR)
Parade of Melody (KOA)
Parade of Motordom (CBS)
Parade of Music (WAVE)
Parade of Popular Melody (KVOL)
Parade of Presidents (WHN)
Parade of Schools (WSKY)
Parade of Science (KSLM)
Parade of Stars (WMBC, KTUL, WRGA)
Parade of the Air (KFVS)
Parade of the Bands (KGVO)
Parade of the Hits (WEBQ)
Parade of the Maestros (CBS)
Parade of the Orchestras (WGBI)
Parade of the Sponsors (KGVO, KGFW)
Parade of the Stars (WWVA, WIL)
Parade of Values (KGKB, KFVS)
Paradise Tonight (KFVD)
Paramount on Parade (NBC)
Parent Teachers Association (WOI)
Parent Teachers Council Program (WSOC)
Parent Teachers Forum (WILL, WSYB)
Parent's Magazine, The (WPHR)
Parents Should Know (KSL)
Paris Night Life (NBC)
Parisian Echoes (NBC)
Parisian Potpourri (WTMV)
Park Avenue Hill-Billies (WTMJ)
Park Central Homeseekers (NBC)
Park Concert (CRS)
Park Your Car Here (WLVA)
Parnassus Trio (NBC)
Party Hour, The (WSGN)
Party House (CBS)
Party Issues (CBS)
Party Lady, The (WCCO)
Party Line, The (WMT)
Parties Around Town (WGH)
Parties at Pickfair (CBS)
Passing Parade, The (KGO-KPO)
Passing Show (KSOO)
Past Masters (CBS)
Pastel Harmonies (KMBC)
Pastels (KGO-KPO)
Pastorole (NBC)
Pastor's Call, The (KSLM)
Pastor's Scrap-Book, The (WHEB)
Pat Barnes Variety Show (WINS)
Pat Barnes in Person (NBC)
Pat Dunn, Baritone (WDAF)
Patchwork Quilt (CBS)
Pathways to Power (WGAR)
Patterns in Harmony (CBS)
Patterns in Organdy (WWVA)
Patterns in Prints (CBS)
Paul Carson (KGO-KPO)
Paul Martin and His Music (WENR)
Paul Pendarvis (CRS)
Paul Sabin's Orchestra (NBC)
Paul Sullivan, News Commentator (WSAI, WLW)
Paul Whiteman's Dance Party (NBC)
Paul Whiteman's Musical Varieties (NBC)
Paul Whiteman's Orchestra (NBC)
Paul Whiteman's Painters (NBC)
Paul Wing, The Story Man (TH)
Paul's Piano Improvizations (KWTO)
Paula Plans (KPDN)
Paulette and Renne (KSD)
Pause with the Poets (WCAL)
Pay Day Review (WJBC)
Peaceful Valley (WJR)
Peaceful Valley Choir (WHAM)
Peachtree Parade, The (WSB)
Peacock Ball (NBC)
Peacock Court (KGEZ, MacG)
Peck's Bad Boy (WHB)
Peck's on the Air (WDAF)
Pecos Slim, Cowboy Singer (KIUN)
Pecora Blue Mountain, Songs (WINS)
Pee Gee Varieties (WBS)
Peepin' Tom and George (WGY)
Peerless Dance Program, The (KGEZ)
Peg and Reg (WFBL)
Peggy's Doctor (NBC)
Pencil Club (KMBC)
Pendulum, The (CKLW)
Penrod (NBC)
Pentecostal Church of God (WCAO)
Pentecostal Singers (KFNF)
Penthouse Party (CBS)
Penthouse Serenade WMCA, WRUF)
People's Business (WBOW)
People's Choice, The (WJBC, WMBH, WIBM, WHB)
People's Lobby (NBC)
People's Medical League (WOV)
People's Panel (WMCA)
Pep Unlimited Club (WFBM, WNBR)
Pep-up Parade (KWK)
Pepper Box (KMBC)
Pepper Pot, The (KXBY)
Pepper Upper's Dance Parade (WDAF)
Perkins Boys, The (WBZ-A)
Personal Closeups (KGO-KPO)
Personal Column of the Air (NBC)
Personal Development (WSAI)
Personal Interviews (WAIM)
Personal Problem Clinic (WNEW)
Personal Shopper (WGBI)
Personality Plus (CBS)
Personality Revue (WCCO)
Personalities in Melody (KTUL)
Personalities in the News (NBC)
Pertinent Paragraphs (CRS)
Pessimist's Club (WOW)
Pest, The (KROC)
Pet Corner (WMBD)
Pet Lovers' Program (WMBH)
Pet Peeve Club (WSGN)
Pete and Repeat (WTAG)
Pete Mack's Moosickers (NBC)
Pete Whiting Views the Sporting News (WGPC)
Peter Absolute (NBC)
Peter Frant, News (WLW)
Peter Quince Book Review (WRVA)
Peter the Great (CBS)
Petite Musicale (WFIL)
Petite Bourgeois, Les (CKCV)
Petroleum Reporter (WOAI)
Petticoat on the Air (WFIL)
Petticoat Philosopher (WFIL)
Petunia and Theodore (KMBC)
Phantom, The (WMBC, WHP)
Phantom and the Shadow (WBZ-A)
Phantom Announcer, The (WJR)

Phantom Caravan (NBC)
Phantom Dancer, The (WNEW)
Phantom Fingers (WJSV)
Phantom of Crestwood, The (NBC)
Phantom Organist (WMCA)
Phantom Strings (WRUF)
Phantom Violin (WTMV)
Phenomenon—Electrifying History (KMBC)
Phil and Ed—Gentlemen from the South (WOAI)
Phil Cook—Quaker Oats Man (NBC)
Phil Cook's Show Shop Revue (NBC)
Philco Chats (KVI)
Philco Party, The (KGNC)
Philco Tune Time (KFVS)
Philadelphia Parade of Events (WIP)
Philharmonic Symphony Society of New York (CBS)
Philistine, The (KGO-KPO, WNAC)
Phillipine Nights (WBZ-A)
Phillips Lord Calling on You (NBC)
Phillis Vance, Style Sleuth (KWK)
Philosopher Dixie (WBS)
Philosopher of Sight (WOKO)
Photographs in Tone (KTUL)
Phyllis Foster Women's Program (WDAS)
Pianarimba Twins (KFH)
Pianist Capers (WBZ-A)
Piano and Cabbages and Kings (KFPY)
Piano and I (WDRC)
Piano Antics (WBRY)
Piano Business (WAVE)
Piano by Request (WMFG)
Piano Capers (KGO-KPO)
Piano Carnival (KTUL)
Piano Contrasts (KGO-KPO, KMBC)
Piano Etchings (WBZ-A)
Piano Keys (KHJ)
Piano Man and His Pal (KTUL)
Piano Minuet (KTUL)
Piano Moderne (KCMO)
Piano Moods (WBZ-A, KTUL, WPHR, KROC, KGCX, KOL)
Piano Notes (KTUL)
Piano Paintings (KFWB)
Piano Pals (KSLM, WGY, WRR, KGO-KPO)
Piano Pals and Lang Sisters (NBC)
Piano Party (KYOS)
Piano Patter (KGVO)
Piano Pictures (KVOR, KGO-KPO)
Piano Pleasantries (KFPY)
Piano Pointers (CBS)
Piano Ramblings (KCKN, WMFD, WDBO)
Piano Reflections (WJJD)
Piano Request (WAAW)
Piano Reveries (KGVO)
Piano Soliloquies (KGVO)
Piano Specials (WHB)
Piano Surprises (KGW-KEX)
Piano Symphonic (WIBG)
Piano Thoughts (KSLM)
Piano Twins (KOA, WGY, WFBM, KLO)
Piano Vignettes (KGO-KPO)
Pianoland (KFIZ)
Pianoland, with Dr. Rudolph (WCBD)
Pianologue (KFXJ)
Pianology (WHB)
Pianotone (KOL)
Pick and Pat (CBS)
Pick of the Hits (KABC)
Pick of the Pictures (CRS)
Pickard Family (NBC)
Pickmoor Pictorials (KTUL)
Picture Time (WLW)
Pickwick Papers (NBC)
Pieces You Like to Hear (NBC)
Pied Piper (WOL)
Pied Piper Show Club (WKY)
Pied Pipers, The (WTMJ)
Pietro, the Hurdy-Gurdy Man (WJSV)
Pigskin Parade (WJIM)
Pigskin Romances (KGO-KPO)
Pilgrim, The (NBC)
Pilgrim Services (KFUO)
Pillar of Fire Church Services (WAWZ)
Pilots Quarter Hour (KOOS)
Pine Mountain Merry-makers (WLS)
Pinex Post Office (WLW)
Pink Elephant Club (CFRN)
Pinky Lee (NBC)
Pioneer Day's Round-Up (KLO)
Pioneer Theatre Program (KIDW)
Pioneer Trails (KSL)
Pioneer Voice of Kansas, The (KFBI)
Pioneers, The (CBS)
Pioneers and Progress (KIUP)
Pip and Rabbitt (WHBB)
Pipe Dreams (KGO-KPO, WBZ-A, WWVA, KOIN, KTUL)
Pipes and Strings (WKY)
Pipes of Pan (WTAM)
Piping in the Haggis (NBC)
Pirate Club (WFBM, WCPO)
Pirate Prince, The (NBC)
Pitchmen on Parade (WMCA)
Pittsburgh Backstage (WJAS, WCAE)
Pittsburgh Symphony Orchestra (NBC)
Pittsburgh Varieties (KDKA)
Pittsburghesque of the Air (WCAE)
Pittston on Parade (WGBI)
Plain Talk (WDRC)
Planned Recovery (NBC)
Plantation (KGO-KPO)
Plantation Days (WJJD)
Plantation Echoes (JVG, WWVA)
Plantation Melodies (KGMB)
Plantation Memories (WRUF)
Plantation Moods (WSAI)
Plantation Rhythm (WIL)
Plastic Arts Series (NBC)
Play Awhile (KFDY)
Play Boys (NBC)
Play Days (WBBM)
Play of the Month, The (CBS)
Play Shop, The (WCPO)
Playboys' Quartet (WINS)
Playboy of Song, The (WDAS)
Playbox Theatre, The (WMT)
Players Present (WHBB)
Players, The KIDW (KIDW)
Players, The WBNS (WBNS)
Players, The WGY (WGY)
Playgoer (WMCA)
Playground Highlights (WPG)
Playhouse, The (WHBQ)
Playhouse, The WHN (WHN)
Play's the Thing, The (WDAF)
Playshop of the Air (WSBT-WFAM)
Playtime Lady (KFWB)
Pleasant Valley Trio (WKY)
Pleasant Valley Frolics (WLW)
Please Tell Me (NBC)
Pleasure Bound (KGO-KPO)
Pluckett Family (KSLM)
Pluto Melody Parade (WBS)
Pocket Minstrels, The (WRJN)
Poem, a Melody, and a Song, A (KGVO)
Poem for Today, A (KFOR)
Poem Vender (WMFJ)
Poems and Reveries (CKCH)
Poems in Song (NBC)
Poe's Tales (WFIL)
Poet and the Organ, The (WGBI, KLO)

Poet Baritone (WESG)
Poet's Corner (WJEJ, KFUO, WPHR, KELD, WEMP, WHBB)
Poet's Dream (WRGA)
Poet's Gold (CRS, KGCX, KVOE)
Poet's Nook, The (KGEZ)
Poets of Harmony (CBS)
Poet's Pages (WHP)
Poet's Reverie (WBAX)
Poetic Interlude (NBC)
Poetic Melodies (WBBM)
Poetic Memories (WFLA)
Poetic Musings (WBTM)
Poetic Strings (WIND)
Poetry Corner (WSAY)
Poetry Parade (KWSC)
Pointer Parade (IBS)
Pola-Lola (WGES)
Poland on Parade (WJAY)
Polar Bears, The (WNAC)
Police Court of the Air (WOW)
Police Program (WINS)
Police Reports (WHB)
Polish Early Birds (WGES)
Polish Hour (WTMV)
Polish Merrymakers (WISN)
Polish Music (WINS)
Political Opinions (WJW)
Political Talks (WINS)
Political Situation in Washington Tonight (NBC)
Polkadots, The (WFBM)
Polly and Her Pals (WBZ-A)
Polly and Olly (KGNO)
Polly Entertains (WCAE)
Polly Preston, Adventures of (NBC)
Pollyanna Club (WJAG)
Poly Folies (KMOX)
Pond's Afternoon Tea (NBC)
Pond's Dance Program (NBC)
Pony Boy (WPAY)
Bony Boys, The (WDEV)
Pony Express Boys (KWK)
Pop Concert (WHLB, WINS, WQXR)
Pop Concert of the Air (KOB)
Pop Concerts (KHJ, WBS)
Pop Dayton Community Program (WHIO)
Pop Moore's Oklahomans (KOMA)
Pop's Pirate Club (NBC)
Popeye Club (CFRN, WSGN, KLUP)
Popeye Program (WAML)
Popeye, The Sailor (NBC)
Popeye, The Sailor Man (CBS)
Popular Bits (NBC)
Popular Concert Gems (WHB)
Popular Concert Hour (KGO-KPO)
Popular Concert Time (WHB)
Popular Echoes (KSOO)
Popular Melodies Program (KABR)
Popular Parade (WSAU)
Popularity Program, The WHEB (WHEB)
Porter Lorains (WOAI)
Portraits in Black and White (KYOS)
Portraits in Harmony (NBC)
Portraits in Song (WRVA)
Portraits of Thinkers (WCAD)
Ports of Call (RRI)
Postal Oddities (WHIO)
Postal Program (CRS)
Posey Playlets (KGW-KEX)
Pot Luck (KRQA)
Pot of Gold (CBS)
Potash and Perlmutter (NBC)
Poultry-Parley (KWTO)
Poultry Shop Talks (KFAB)
Powder Puff Review (KGO-KPO)
Power of the Word of God in the Lives of Eminent Men of God (KFUO)
Power Parade (WHB, WBRC)
Practical Economies (WHA)
Prairie Pals (WCMI)
Prairie President, The (WLS)
Prairie Ramblers (WQAM)
Prairie Schooner, The (KFEQ)
Prairie Stomp (WFAA)
Pratt & McNeill Unlimited (NBC)
Prayer Meeting Time (WSBT-WFAM)
Prehistoric Game Trails (NBC)
Prelude to Peace (WHN)
Prelude to the Mass (WGES)
Premier Performances (WJBO)
Preparedness for Peace (WHA)
Presenting for Milady (KBIX)
Presidential Forum of the Air (WNEW)
Press Agents Paradise (WNEW)
Press Room Echoes (WHBF)
Preview Hour, The (KFSO)
Previews and Premieres (NBC)
Price Talker, The (KFYO)
Primitive Rhythm (KOIN)
Prince Albert Quarter Hour (NBC)
Prince and Princess of Song, The (WTMJ)
Prince of Song (WSYR)
Princess Bagonia (KFEQ)
Princess Charming (KFYO)
Princess Obolensky Youth Matinee (NBC)
Princess Peggy (WELL)
Princess Shu Shu (WKY)
Priscilla Wayne (IBS)
Prissey and Pat (WJNO)
Prize Bag (WPG)
Prize Takers, The (KTUL)
Pro Bono Publico (WWL)
Professor, The (CBS)
Professor Beetlebrow (KFWB)
Professor Crankcase (CFRN)
Professor I. Q. (WHB)
Prof. Omta and Dr. Kuka (WSBT-WFAM)
Professor Quiz and His Brain Busters (WJSV)
Professor Sauerkraut and His Little German Band (KFYR)
Professor Speaks, The (WHDL)
Professor Stewart and Buck (WEAU)
Professor Toc, Le (CKCV)
Prof. X (WTNJ)
Professor Yes 'n' No (WWSW)
Professional Parade (WENR)
Program Builders Contest (KUJ)
Program for Farmers and Gardeners (CKPR)
Program Is Yours, The (KFVS)
Program Pointers (WCBS)
Program Preludes (WHB)
Program Teasers (KLZ)
Program to Admiral Byrd (WDAF)
Promenade Concert (WHN)
Prominent People Series (WWRL)
Prominent Women in Washington Official Life (NBC)
Pronunciation Bee (NBC)
Prouty Family, The (KOIN)
Prowlin' Mike (WWVA)
Pruitt's Country Boys (KBIX)
Psalms of Faith (KFUO)
Psychology Talks (NBC)
Psychopathetic Hour (KFXJ)
Public Affairs Council (NBC)
Public Health Series (CBS)
Public Opinion (CBS)
Public Relations Bureau (WBNX)

Public Service and Public Servants (WWRL)
Public Speaks, The (WCAU, WPHR, WCBM)
Publicity Pups, The (KMBC)
Pulse of Buffalo, The (WBNW)
Pupils on Parade (WMCA)
Pure Food Forum (NBC)
Punkin Valley (KFNF)

Q

Q S T (WOKO)
Quaiff Hillbilly Family (WPHR)
Quality Hour of Music (WMBH)
Quality Music Hour (WQXR)
Quality Twins (CBS)
Quartet Time (KGO-KPO)
Queen of the Ivories (WJAY)
Queen's Favorites (KMOX)
Queens Goes to Press (WWRL)
Queen's Minstrel (WLW)
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Question Bee, The (WQXR)
Question Box (KFUO, WHIO, WJAS, CJCS)
Question Man (WPHR, WALA)
Question Mark (WAAT)
Question Night (WNBR)
Questionmark Hittenmark (WRC)
Quest of the Perfect Woman, The (NBC)
Quick Melodies (KGO-KPO)
Quickies, The (WJR)
Quiet Harmonies (CBS)
Quiet Sanctuary (CKLW)
Quiet Thoughts and Music (CFRN)
Quik Quiz (WOKO)
Quizzical Quiz (WHB)
Quizzing Bee (WAVE)
Quizdom Court (WMCA)
Quizzology (CKCO)
Quote-A-Day (WDEV)

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R. & R. Entertainers (NBC)
R. F. D. Hour (WLW)
R. F. D. Programs (WHB)
Racket by the Racketeers (KFXR)
R. S. V. P. (CBS)
Racketeers, The (KMBC)
Rackets (WBNX)
Rackets Through the Ages (NBC)
Radio Almanac (WEEI)
Radio and School Series (WAAB)
Radio at Random (WFIL)
Radio Auction (WHIO, KFJZ)
Radio Audition, The WDRC (WDRC)
Radio Baby Clinic (KFSO)
Radio Bandwagon (KWTO)
Radio Bible Class (KTAT)
Radio Billboard (WBZ-A)
Radio Billboards (MWR)
Radio-Bingo (CKAC)
Radio Boners, The (WHBQ)
Radio Bugs Frolic (KOL)
Radio Bureau of Missing Persons (KMTR)
Radio Calendar (KFUO)
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Radio Charades (NBC)
Radio City Matinee (NBC)
Radio City Party (NBC)
Radio Clinic (WBNX)
Radio Cooking School (CKCL)
Radio Court (KFOX)
Radio Debates (WCAD)
Raido Devotional Hour (KHSL)
Radio Drama Guild Presents, The (WCHS)
Radio-Encyclopedia (CKAC)
Radio Explorers Club (NBC)
Radio Family (WJAG)
Radio Flirtations (KGO-KPO)
Radio Floor Show (WIL)
Radio Forum (WISN)
Radio Forum Hour KDFN, WAWZ)
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Radio Fun Club (KROC)
Radio Gems of Twenty Guesses (KFUO)
Radio Gossip Club, The (WBBM, KMBC)
Radio Guild (NBC)
Radio Headlines (WBBM)
Radio Home of the Opera (KWSC)
Radio Hour of Famous Composers (CBS)
Radio Household Institute (NBC)
Radio Kiddies (WCAP)
Radio Lane (WCAU)
Radio Lost and Found Bureau (WMCA)
Radio-Melomanie (CKAC)
Radio Morning Glory, The (WNBH)
Radio Movie Club (WHN)
Radio Music Hall (WCAE)
Radio Nature League (WBZ-A)
Radio News (KFUO)
Radio Night Club (WEBQ)
Radio Night Club of the Air (KDKA)
Radio Optimist, The (KRE)
Radio Orchestral Hall (WCOP)
Radio Parade (WOPI)
Radio Play Bill (NBC)
Radio Playhouse (KSL, WNYC)
Radio Poets' Club (KFVD)
Radio Press and What's News (WENR)
Radio Prince (WAAT)
Radio Pulpit (NBC)
Radio-Puzzle (CKAC)
Radio Question Box (WDAF, WBT)
Radio Ramblers (WFLA)
Radio Realities (WJR)
Radio Religious Forum (WBRY)
Radio Rendezvous (KGEZ)

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Radio Revelries (WRUF)
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Radio Rooftop (WGH)
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Radio Round-a-Bouter (WKBO)
Radio Roundup (WJBY, KPDN)
Radio Salutes (WTMV)
Radio Sandman Organ (KYA)
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Radio Sleuth (WSAI)
Radio Soap Box (WMBH)
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Radio Success Story (KPDN)
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Radio Town Meeting (KDKA)
Radio Train, The (CKY)
Radio University (KHJ)
Radio Varieties (WBZ-A)
Radio Voice of Religion (WDRC)
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Radio's Best Seller (KOL)
Radioddities (KRE)
Radiofilms (WCAU)
Radiograms (WHAM)
Radiophone Reporter (WHIO)
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Radiowens (WGY)
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Raffles, The Amateur Cracksman (CBS)
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Ragtime Rhythm (KFWB)
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Rainbow Room (WIL)
Rainbow Singer, The (WABI)
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Raising Your Parents (NBC)
Raleigh Review (NBC)
Ralph Hubbell's Sport-O-Scope (WBNY)
Ralph Nyland (WLW)
Ralston Purina Co.—Adventures of Tom Mix (NBC)
Ramble in Rhythm with Earl Pudney (WATL)
Rambler, The (WHAM)
Rambler and His Scrapbook, The (WHBB)
Ramblers (KGO-KPO, KMOX)
Rambles in Rhythm (CBS)
Ramblin' Cowboys (WOAI)
Rambling Bob's Yodeling Hour (KDFN)
Rambling Through the Night Club of N. Y. (CBS)
Rameses Program (NBC)
Ramona (KGO-KPO)
Ranch House Round-Up, Silver Spur Boys (WESG)
Range Revels (WMFG)
Range Riders (KWK, KWKH)
Rapid-Ads (KWK)
Rapidry Revue (WHB)
Ray and Geer, The Sundown Serenade (WBNS)
Ray Knight's Cuckoo Clock (NBC)
Rays of Hope (WMC)
Rays of Sunshine (KFUO, WHJB)
Raybestos Twins (NBC)
Raymond Bonnell & His Songs (WCHV)
Razzing the News (WAAT)
R.C.A. Hour and R.C.A. Victor Hour (NBC)
RCA Radiotron Varieties (NBC)
RCA Victor Program (NBC)
Read and Head, The Want Ads (WDAF)
Reader, The (KFUO)
Reader's Guide (KGO-KPO)
Readers' Review (WSBT-WFAM)
Readers' Spotlight, The (WHA)
Readin' & Writin' with Bob Provan (WDRC)
Reading Between the Lines (WRVA)
Reading Circle (KFUO)
Reading Club (WMFG)
Reading of Vital Portions of the Bible (KFUO)
Reading Room, The (WSYR)
Reading the Funnies (WMFJ)
Real Folks (NBC)
Real George Washington, The (NBC)
Real Honest to Goodness for True Santa Claus (WWL)
Real Life Dramas (WMBD, WINS)
Realities of Romans (NBC)
Realm of Terpsichore (KGO-KPO)
Reces (KMBC)
Recitalists, The (NBC)
Recollections (KGO-KPO)
Record Funny Paper Party (WFOY)
Record Shop, The (KFYR)
Records by Request (WGH)
Recorded Encores (WHB)
Red Aasen Devotional Service (KGDE)
Red and Tag (KOA)
Red Davis (NBC)
Red Grange (NBC)
Red Head Club, The (WSB)
Red Hill Hillbillies (KCRC)
Red Horse Ranch (WBS)
Red Horse Ranch, Life on (KMBC)
Red, Hot and Blue (WCAU)
Red, Hot and Low Down (WAAF)
Red Hot Stove League (WGAR)
Red Pepper Melodies (WBNS)
Red Poppy (NBC)
Red River Boys (WKY)
Red Robin Boys (WCBD)
Red Steele (WTMV)
Red Top Dancing Party (WATL, WSOC)
Red Trails (NBC)
Reds' Baseball Games (WSAI)
Redman's Roman Garden Orchestra (CFLC)
Redwood Reveries (KGO-KPO)
Reeds and Rhymes (KDKA)
Reefer's No-Moth (NBC)
Reel Hi-Lites (WHB)
Reflections (KGO-KPO)
Reflections (WHK, CKLW, WISN)
Reflections in the Water (KMA, IBS)
Reflections of Romance (WJAY)
Refrain Revue (NBC)
Refreshment Time (CBS)
Refreshment Time with Singin' Sam (WBS)
Religion and Today (WHDL)
Religion in the News (NBC)
Religious Essays (KFUO)
Religious Hour, The (WMBH)
Rembrandt Trio (KGO-KPO)
Remember These (KOL)
Remember Way Back (WGBI)

Reminiscences (KGO-KPO)
Reminiscing (WHBB, CKLW, KOL)
Reminiscing with George Sisler (KWK)
Renaissance Ensemble (NBC)
Rendezvous (KXBY, WMCA, WISN, KGO-KPO)
Rendezvous with Rhythm (KYOS)
Rendezvous with Romance (WMBH)
Renfrew of the Mounted (CBS)
Renovatin' Rhythm (WIL)
Renuart Lumberjacks (WQAM)
Repertory Guild (WCBS)
Repertory Theatre of the Air (WBZ-A)
Reporter of Odd Facts, The (WEAN)
Request Hour (KGEZ, KDFN)
Request Programs (WMFD)
Responsive Reading (KFUO)
Rest-A-While Inn (KGVO)
Rest Hour (WMFD)
Rest of Your Life, The (KFYO)
Restful Hour (KGO-KPO)
Restless Road, The (WRC)
Retail Merchants' Program (CFCO)
Return of P. T. Barnum, The (NBC)
Reuben Spinach (CKY)
Rev. Downe and Jubilee Choir (WIS)
Rev. Herbert Spaugh (WBT)
Reveille Rhythms (WRUF)
Reverie (KGO-KPO)
Reveries (KGO-KPO, WIND)
Reveries in Ivory (WGBI)
Review of Revues (CBS)
Revista Roque (WMCA)
Revival of Music (WMBH)
Revival of the Air with Dr. E. C. Webber (KFXR)
Revolving Revue (KCMO)
Revolving Stage (WTMJ)
Revue de Paris (NBC)
Revue of Stars (WHB)
Revuedeville (CFAC)
Rex Cole Mountaineers (NBC)
Rex Gang (KORE)
Rex Griffith (WSAI)
Rex Kelley and Girl of Golden West (WHB)
Rexall Radio Party (NBC)
Rhapsody in Red (KGMB)
Rhapsody in Wax (KHJ)
Rhumba Rhythm (WHB)
R. H. White's Children Hour (WEEI)
Rhymes and Cadences (WBZ-A)
Rhyming Optimist (CFRN)
Rhym Rendezvous (KOL)
Rhythm Aces (WIND, KGO-KPO)
Rhythm Almanac (WESG)
Rhythm and Games (WHA)
Rhythm and Rhyme (KYA, WTMJ)
Rhythm and Romance (WHB, CRS, WWVA, KGO-KPO, WBS, WWSW)
Rhythm and Sweet Melodies (KSD)
Rhythm and Time (WSUN)
Rhythm at Noon (KMOX)
Rhythm Bandbox (CBS)
Rhythm Boys (NBC)
Rhythm by Request (WPTF)
Rhythm Caravan (WAVE)
Rhythm Chateau (KFSO)
Rhythm Choristers (CBS)
Rhythm Club (KFYR, WMBH, WJBO, WHLB)
Rhythm Flyers, The (KGNF)
Rhythm for Two (WMAL, WIND)
Rhythm Girls, The (WBZ-A, KGFF)
Rhythm Highlights (WHB)
Rhythm in Romance (WKZO)
Rhythm in the Home (KSD)
Rhythm Kings (WGAR)
Rhythm Lullaby (WAVE)
Rhythm Maids, The (KYA)
Rhythm Makers (WSBT-WFAM)
Rhythm Man (KTUL)
Rhythm Melody Review (KWK)
Rhythm Octette (WGY)
Rhythm of the Rain (WMBH)
Rhythm of the Range (CJOC)
Rhythm of the Road (WMBH)
Rhythm on El Rancho Grande (KYOS)
Rhythm Parade (WAVE, WNBX, WTAM)
Rhythm Ramble (WKZO)
Rhythm Ramblings (KRE)
Rhythm Rangers (WDOD)
Rhythm Rascals (WTMJ, KGO-KPO)
Rhythm Rendezvous (WFIL)
Rhythm Review (WMBO, KFIO, KJBS)
Rhythm Revised (KJBS)
Rhythm Rhapsody KTUL)
Rhythm Riddles (KLZ)
Rhythm-Ride, The (WICC)
Rhythm Rogues (WFBM)
Rhythm Rufians (WRUF)
Rhythm Salute (CBS)
Rhythm Serenade (WGAR, KRE)
Rhythm Symphony (WSM)
Rhythm Time (WPHR)
Rhythm Vendors (KGO-KPO)
Rhythm Without Reason (KYOS)
Rhythmagicians (KCKN)
Rhythmaires, The (KMBC, WHB)
Rhythmania (WIND, WTBO)
Rhythmatics (WRC)
Rhythms (WBZ-A)
Rhythmic Ramblers (WBZ-A)
Rhythmic Revue (WWSW)
Rhythmic Ripples (WBZ-A)
Rhythmic Serenade (KYFR)
Rhythmic Shadows (KGO-KPO)
Rhythmic Melodies (WAAT)
Rhythmic Varieties (KRBC)
Rhythmizers (WIL)
Rialto Rambling Reporter (KDFN)
Rialto Row Along (CBS)
Ricardo and His Caballeros (KGO-KPO)
Ricardo and His Violin (KGO-KPO)
Rice Hope Plantation, The (WHAM)
Rice String Quartet (WGY)
Rich-Con Varieties (WDAF)
Rich Man's Darling (CBS)
Richard the Lion Heart (TH)
Richfield Country Club (NBC)
Richfield Reporter (KFI, KECA)
Richters Ramblers (WOAI)
Riddle Me This (WSYR)
Riddle Rhythms (WNBC)
Ride About Town (WHBQ)
Ridge Jumpers (KFH)
Ridge Speaks, The (WDBO)
Riding with the Texas Rangers (WFAA)
Right or Wrong (WHJB)
Rin-Tin-Tin Thrillers (NBC)
Rinso Talkie (NBC)
Rio Grande Serenaders (WHB)
Rise and Shine (KMOX, KHJ, WSUN)
Rise 'n' Shine (KGO-KPO)
Rise of the Goldbergs (NBC)
Rise of the Sun, The (NBC)

Rita Murray in the Hollywood Parade (KGO-KPO)
Rite-Way Special (WHO)
Rittenhouse Trio, The (WTAG)
River of Dreams (KMPC)
River Revelers (WWL)
RKO Program (NBC)
Road Reporter (WSYR)
Road-Runners (WFAA)
Road Show (KGO-KPO)
Road to Adventure (WJAX)
Road to Dreams, The (KYA)
Road to Fame (WMCA)
Road to Happiness, The (WCBA-WSUN)
Road to Health (KABC)
Road to Paradise (KOY)
Road to Romany (NBC)
Roads in the Dawn (NBC)
Roadbuilder (NBC)
Roadways of Pleasure (CBS)
Roadways to Romance (CBS)
Robbins Rhythm Revue (WJIM)
Robin Cook and Her Songs (WOAI)
Robin Hood Rangers (CFLC)
Robinson Crusoe, Jr. (WBS)
Rochester School of the Air (WHAM)
Rochester Speaks (KROC, WSAY)
Rock & Rye (KIUL)
Rock Crushers (KRBC)
Rocket Club (WBZ-A)
Rockin' Rhythm (WJAY)
Rocking Chair Program (WHO)
Rocky Clark, Country Courier (WICC)
Rocky Mountaineers (KIUL)
Rod and His News Reel (WDAE)
Rodeheaver Sing (NBC)
Rodgers Sunshine Boys (WBTM)
Roemer's Homers (WMCA)
Rogers Majestic (CHNS)
Rogers Musical Trio (NBC)
Rogue Song, The (NBC)
Roll Out of Bed with a Smile (WBT)
Roll Up the Rugs (WATL)
Rollickers, The (KMOX)
Rollickers Quartet (NBC)
Rollin' Home (CKCL)
Rolling Stones, The (KSD)
Rollins College on the Air (WDBO)
Romance (CBS)
Romance and Melody (TH)
Romance in Business (KTUL)
Romance in Melody (KFWB)
Romance in Rhythm (KMBC)
Romance in Riting (WICC)
Romance in the Air (KSD)
Romance Melodies (NBC)
Romance of Achievement (KHQ)
Romance of American Industry (CBS)
Romance of Color (WATR)
Romance of Dan and Sylvia (NBC)
Romance of Hot Springs (NBC)
Romance of Money (KMOX)
Romance of Rubber (WRVA)
Romance of '75 (WENR)
Romance of Sonoma Valley (KYA)
Romance of the Highways (KGO-KPO)
Romance of the Thoroughbred (WGY)
Romance of Transportation (KFI)
Romancer, The (KTUL)
Romancers, The (KGO-KPO, WKY, WHB)
Romances, The (CBS)
Romantic Bachelor, The (NBC)
Romantic Caballero (WHN)
Romantic Melodies (KANS)
Romantic Musing (IBS)
Romantic Rhythm (KTEM)
Romany Patter (CBS)
Romany Tales (WRUF)
Romany Trails (KGO-KPO)
Romayne at the Organ (WHDL)
Room Over the Gate (WGAR)
Rooster Gazette (NBC)
Rose Bowl and Tournament of Roses (KFI)
Rose Petals (WJAX)
Rose Room Melodies (WTMV)
Rose Talks (NBC)
Roses and Drums (CBS)
Rosewood and Ivory (WBT, WBNS)
Rosie and Her Guitar (KGO-KPO)
Rotary Ramblers (WKY)
Round and Round Society (WGAR)
Round Our Town (CBS)
Round Rochester with Roberta (WSAY)
Round Table (WFAA, KXBY)
Round the Breakfast Table (WFLA)
Round the Loop (KFXD)
Round the Town (WAVE)
Round the Town Dancing Party (WRGA)
Round the Town Parade (WMCA)
Round the Town with the WBBM Air Theatre (WBBM)
Round the World Cooking School (WBS)
Round Towners and Their Men of Melody (CBS)
Round Towners Quartet (CBS)
Roundup (KGEZ, KABC, KSLM)
Roustabouts, The (CBS)
Rovin' Cowboys (KOB)
Roving Reporters (WMCA)
Roxy and His Gang (NBC)
Roy Campbell's Royalists (NBC)
Roy Shield Revue (WENR)
Roy Weiss of Paris Store (WTMV)
Roy White's Piano Meditations (KDFN)
Royal Echoes (KWK)
Royal Gelatine (NBC)
Royal Masters of Melody (CFCF)
Royal Rhythm Club, The (KSD)
Royal Scot (NBC)
Royal Vagabonds (NBC)
Royal Yeast Musical Show (CHNS)
Royal York Dance Orchestra (NBC)
Rubberneck Tour (WRC)
Rudolph Bocheo (NBC)
Rudy Kilian's Kadets (WCAO)
Rug Rollers (WTBO)
Rumba Hour, The (WFLA)
Rumba Rhythms and Tango Tunes (RRI)
Rumford—Mrs. Am. M. Goudiss (NBC)
Run of '89, The (WKY)
Rural Jamboree (WMSD)
Rural Life Review (WILL)
Rural Ramblers (WBNS)
Rural Rhythm (WHLB)
Rural Rhythms (WRUF)
Rural Salute (WSAI)
Ruraltown (WBZ-A)
Rush Amateur Hour (KALB)
Russ Chuckles (KFAB)
Russ Columbo and Orchestra (NBC)
Russ Morgan's Melodies (WXYZ)
Russell School Orchestra (WDBO)
Russia of Yesterday and Today (NBC)
Russian Rhapsody (KGO-KPO)
Russian Village, In a (CBS)
Rustic Rhapsodies (WRUF)
Rustic Rhythmic Trio (CBS)

Rut Farm Bureau Forum (WSYB)
Ruth and Jack (KOMA)
Rutland City Board (WSYB)
Rutland School Series (WSYB)
Ry-Krisp—Madame Sylvia (NBC)
Ry-Krisp Presents Marion Talley (NBC)
Rhythmette Review (KFXR)

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S. and W. Junior News (KGO-KPO)
Sabbath Reveries (NBC)
Sacred Flame (WCAU)
Sacred Hour (KFUO, CFCY)
Sacred Singer, The (KPDN)
Sacred Waters (WFUO)
Safeguardians (WJAX)
Safeguarding Investments (WMCA)
Safeguarding Your Food and Drug Supply (NBC)
Safety Court (WBNX)
Safety Crusaders (WBZ-A)
Safety First (KGO-KPO)
Safety First Program (KABR)
Safety Forum (WJNS)
Safety Legion (WEAU)
Safety Musketeers (CBS)
Safety on the Air Lanes (KFYR)
Safety on the Highways (WILL)
Safety or Else (WKY)
Safety Program (KFRO)
Safety Programs (NBC)
Safety Talks (WDAF)
Safeway to Happiness (KGO-KPO)
Sagas of the Sea (KYA)
Sage Brush Static Club (KDFN)
Sage's Album (WMCA)
Sagebrush Syncopators (WFAA)
Sailing the Airwaves (WCAE)
Sailing the Waves (WIND)
Sailing with Saylor's (KGO-KPO)
Sailortown (WBZ-A)
St. Louis Blues (KMOX)
St. Louis Municipal Opera Revue (KSD)
St. Louis on Parade (KMOX)
Saki Get Rich (NBC)
Salada Community Players (KDON)
Sallies from Silas (WJIM)
Sally and Same (WAAT)
Sally Sothern's Ship o' Dreams (WRVA)
Sally the Shopper (KROC)
Sally's Kitchen Hints (MWR)
Sally's Movieland Revue (WHN)
Salodent Singers (WOAI)
Salon Ensemble (WBZ-A)
Salon Hour (KRE)
Salon Matinee (WSAU)
Salon Moderne (KFRC, KHJ)
Salon Musicale (CBS)
Salon Serenade (HSL)
Salon Serenades (KGNC)
Salon Souvenirs (KVOA)
Salon Trio (CBS)
Salonesque (KMBC)
Salt and Pepper (WSBT-WFAM)
Salt Lake Tabernacle Choir and Organ (KSL)
Salt Water Program (KGO-KPO)
Salty Sam (NBC)
Salty Sam the Sailor (CBS)
Salute to Cities (WLW)
Salute to El Paso Industry, A (WEAU)
Salutes to Living Americans (WMCA)
Salvation Army Territorial Staff Band (CBS)
Salvatore Santaella (CRS)
Sammy Spring's Barn Dance (WTIC)
Sampler, The (KONO)
San Antonio Medicine Show of the Air (WOAI)
San Antonio Review (KONO)
San Francisco Community Sing (KGO-KPO)
San Francisco Radio Guild (KFSO)
San Juan Altar Hour (KIUP)
San Juan Rangers (KIUP)
Sander's Serenaders (WTMJ)
Sandlotters, The (WXYZ)
Sandman Express (KTUL)
Sandman Sandy (KGB)
Sandman Soldiers (WFAA)
Sandman Syncopation (KTUL)
Sandman, The (WDBO)
Sandy Valley Express (WSAZ)
Santa Barbara Shopper (KDB)
Santa Claus and Martha Nancy (WAVE)
Santa Claus Program (WCAO)
Santa Claus Speaks (WNBR)
Santa Claus Workshop (KMOX)
Sara Lockwood Williams' Scrapbook (KSD)
Sarah Collier (KOOS)
Sassafras and Juniper (CFLC)
Saturday Afternoon Amateur Hour (WOPI)
Saturday Afternoon Jamboree (WMFD)
Saturday Afternoon Matinee (WOPI)
Saturday Concert (KGO-KPO)
Saturday Evening Frolic (CBS)
Saturday Matinee (WBNX)
Saturday Melodies (NBC)
Saturday Morning Musicale (WINS)
Saturday Musicale (CBS)
Saturday Musketeers, The (WRVA)
Saturday Night at Sheepfold (KSL)
Saturday Night Barn Dance (KDLR)
Saturday Night Broom Dance (WSB)
Saturday Night Bunch of Boys (WADC)
Saturday Night Dancing Party, The (NBC)
Saturday Night Feature Programs (NBC)
Saturday Night Jamboree (WOPI, KDYL)
Saturday Night Party (NBC)
Saturday Night Review (KFSO)
Saturday Night Shindig (WHIS)
Saturday Night Special (WOAI)

Saturday Night Studio Party (WHIS)
Saturday Night Swing Club (CBS)
Saturday Nite Club (KMOX)
Saturday Nite Party (NBC)
Saturday Party (KGO-KPO)
Saturday Revue (CBS)
Saturday Round-Up (WFAA)
Saturday Shoppers' Revue (WBBM)
Saturday Street Parade (KGCX)
Saturday Sumpasim (WOAI)
Saturday Swing Session (CBS)
Saturday Syncopators (CBS)
Savannah Liners Orchestra (NBC)
Save-a-Nickel (KIDW)
Savino Tone Pictures (CBS)
Savitt Serenade (KYW)
Savory Kitchen Program (NBC)
Saw Horse Wranglers, The (KIUL)
Sax Appeal (KGO-KPO)
Sax Sextet (WJAS)
Saxaphobia (WCMI)
Saxotunes (KGO-KPO)
Say It with Music (WHB)
Scales and Measures (CBS)
Scarlet Serenaders (WCAD)
Scene Changes, The (KHQ)
Scenes from the Opera (WHEB)
Scenes in Harmony (WJR)
Schloima Fagin (WLTH)
Schnitzelbonkers, The (KWOS)
School Daze (WBRY)
School of the Air (WDAF, WNYC)
School Parade (WJEJ)
School Program (WELL)
School Sketches (WFBM)
School Time (WLS)
Schubert String Quartet (CBS)
Schuyler Corn Heads (WCHV)
Schuyler Square (KOL)
Science at Work (WHA)
Science Forum (WGY)
Science in the News (WMAQ)
Science Programs (NBC)
Science Service Series (CBS)
Science Speaks (NBC)
Scientific Wonders (WCAU)
Scintillating Syncopation (KOL)
Scissors and Paste (WGY)
Scotch Echoes (WMBC)
Scott Furriers' Song Title Contest (WCOP)
Scottish Favorites, The (CKCD)
Scot Towel Kitcheneer (WMC)
Scotty Views the News (IBS)
Scouring the Town (CBS)
Scrambled Eggs (CHAB)
Scrap Book (KDFN, KIDW, KFUO, WMBH)
Scrappo (WISN)
Screen and Stage (KGO-KPO)
Screen Plays and Players with Mordaunt Hall (NBC)
Screen Week, The (KFI)
Scrips and Scraps (KTHS)
Scripture Truth Hour (WCBD)
Sea Pirates (WSAI)
Sealed Power Side Show (NBC)
Searchers of the Unknown (CBS)
Searchlight on the News (KRE)
Sears Jubileers (KCRC)
Seattle Streets (KOL)
Second Avenue (WLTH)
Second Avenue Parade (KFH)
Second Section Shoppers' Special (WDRC)
Secret Unemployment Interviews (WTMV)
Secrets of Happiness (WBS)
Secrets of the Narcotic Squad (KTAT)
Security Vanguards, The (WEBC)
See America (WSGN)
Seeing School of the Air, The (WHIS)
Seeing the Town (WHB)
Seidlitz Singing Painter (MWR)
Sego Milky Way (KSL)
Sekatary Hawkins (NBC)
Selma Spiritual Four (WHBB)
Selmar and Soprani (KLPM)
Seminary of the Air (KFUO)
Semler's Scrapbook (KOIN)
Senator Blowhard Whiffendoofle (KFEQ)
Send a Boat (WHAS)
Sendol Serenaders (WKY)
Sensible Fashions (KGO-KPO)
Sentinels of the Republic (NBC)
Serbian Melodies (WJAY)
Serenade (WBZ-A)
Serenade at Eight (WMCA)
Serenade at Nine (WMCA)
Serenade for You (WDRC)
Serenade in the Night (WHN)
Serenader, The (KGEZ, MacG)
Serenaders (WBZ-A, WELL)
Serenata (KGO-KPO)
Sermon in Song (WMBR)
Sermonette and Hymn Time (WSAI)
Sermonette and Song (KFUO)
Servel Serenaders (WAAW)
Serv-u Snooper (KYOS)
Seth Parker (NBC)
Seth Parker's Old-Fashioned Singing School (WTIC)
Seth Parker's Saturday Night Sing (KDLR)
Settin' Room Frolics (WBBM)
7:15 Gazette (WROL)
Seven Seas (KGO-KPO)
Seven-Up Safety Club (WSOC)
Sewing Circle (CBS)
Sextet Acquadilliano (WLTH)
Sez Aunt Hettie (WAAT)
Shades of Black and White (WHB)
Shades of the South (WHN)
Shadow, The (NBC)
Shadow Sound (CFRN)
Shadows and Sunbeams (WQAM)
Shadows on the Clock (CKLW)
Shakesperian Plays (KGO-KPO)
Shamrocks (RRI)
Shanty Lights (WCSH)
Sharp and Flat (WRJN)
Sharpe and Dohme—Dr. Haggard (NBC)
Sharps and Flats (KGO-KPO)
Shawnee News Flashes (KGFF)
She Shall Have Music (KTUL)
Sheffield Farms' Scrap Book Club (NBC)
Shell Chateau (KGO-KPO)
Shell Husking Bee (WHO)
Shelton Brother, The (KWKH)
Shelves of Success (WCPO)
Sheriff's Broadcast (KDFN)
Sherlock Holmes (NBC)
Shilling's Humdingers (KELD)
Shine Program (KFIO)
Ship Ahoy (KGO-KPO, WBZ-A)
Ship of Joy (CRS, KGO-KPO, KYA)
Ship of Youth (IBS)

Shipwreck Kelly (WHB)
Shipwrecked (KGO-KPO)
Shoe Doctors (WSBT-WFAM)
Shoemaker, The (KTUL)
Sholom Aleichem (WMCA)
Shop with Us (WADC)
Shoppers Guide, The (KOCA, KGNF, KSD, WCHS, WATR)
Shoppers' Matinee (WBNS)
Shoppers' Serenade (KMBC)
Shoppers' Special (WDRC)
Shoppers' Surprise Program (KDON)
Shopping About (WBZ-A)
Shopping Basket, The (WHO)
Shopping Circle (KDKA)
Shopping for Wives (WCAE)
Shopping Guide (KXRO)
Shopping Highlights (KFVD)
Shopping News (KFXJ)
Shopping News from Yowell-Drew's (WMFJ)
Shopping Reporter, The (WOC)
Shopping with Sue (KPDN)
Shopping with Susan (WTIC)
Shore Dinner (RRI)
Short and Sweet (WFLA)
Short Story Playhouse, The (KFI, KECA)
Short Story Writing (NBC)
Short Stories on Wealth (NBC)
Shorty Miller, The Lone Cowboy (KDON)
Shots from the Gagsters (KXBY)
Show Folks (CBS)
Show Times (WGBI)
Show Tunes (KONO)
Show Window (WISN)
Showboat Matinee (NBC)
Showboat, The WLS (WLS)
Showdown Revue (WLW)
Shower of Melody (WHB)
Showman Speaks (WHP)
Showup, The (KGO-KPO)
Shut-Eye Train (KIUN)
Shut-in Hour, The (WSJS, KFUO, WTMV, KFBI, KDON)
Shut-ins' Church Hour (KFIZ)
Si and Ezra (WBOW)
Si and Melissi (WHAS)
Si Westbrook, The Strolling Songster (KOA)
Sick-a-Bed Children (NBC)
Side Glances (WNBC)
Side Show of the Air (KGVO)
Sidelights of the News (KWK)
Sidewalk Forum (WNBR)
Sidewalk Interviews (WDAS, WHJB, WSPD, CHNS, KOY)
Sidewalk Reporter (WTMJ)
Sidewalk Sidelights (WJBO)
Sidewalk Sideshow (WBT)
Sidewalks of New York (WMCA)
Siesta (WAVE)
Siesta in Song (KYOS)
Siesta Serenade (CFRN, KABC)
Sightseeing Bus, The WDAS (WDAS)
Sign of the Shell (NBC)
Signs of Safety (WPHR)
Signposts of Improvements (NBC)
Cigurd the Viking (CBS)
Silas and Lem (WJR)
Silhouette Doctor, The (WCBS)
Silhouettes (KGO-KPO, KFSO, WJR, WDBO)
Silken Strings (NBC)
Silly Salesmen (WHJB)
Silver Bow Ensemble, The KGIR)
Silver Clouds (KFYR)
Silver Dust Twins, The (WHP)
Silver Flute (NBC)
Silver Linings (WHK WBBC)
Silver Serenade (KFVS)
Silver Serenade with Peggy Tudor (WBS)
Silver Service Ham-Ateur Hour (KFYO)
Silver Shadows (WFIL)
Silver Shears (WCPO)
Silver Strains (KGO-KPO, WJAY, KOIN, KOB)
Silver Streak (MWR)
Silver Streak News (WDNC)
Silver Strings (WRUF)
Simoniz Program (NBC)
Simpson Boys of Sprucehead Bay (NBC)
Simpsons Social Calendar (KFVS)
Simpy and Glawdys (KGO-KPO)
Sing and Swing (KGO-KPO, WBBM, KFXR)
Sing and Swing Time (CBS)
Sing, It's Good for You (WBT)
Sing, Neighbor, Sing (WMR)
Sing Talk (KMBC)
Sing Time (WLW)
Sing Time, Ed Lowrys (KHJ)
Sing to Me (WGH)
Singable Songs (KGO-KPO)
Singer Farmer, The (KGCX)
Singer of Dreams (WFMD)
Singers of Israel (WRAX-WPEN)
Singin' Sam (WLW)
Singing Baker (WCCO)
Singing Balladeer, The (WHDL)
Singing Barber, The (WQAM)
Singing Bee, The (KMBC)
Singing Cadets, The (WHBQ)
Singing Cello (WJAY)
Singing Chef (CBS)
Singing Farmer, The (KMBC)
Singing Guitar (WJJD)
Singing Guitars, The (WSJS)
Singing Hatters (WAAT)
Singing Housewives (KFVS)
Singing Lady (WGN, WJNO)
Singing Milkman (WSYR)
Singing Newsboy (WAAT)
Singing Parson, The (WBNX)
Singing Party, The WEAN (WEAN)
Singing Salesman, The (KGO-KPO)
Singing Secretary (WHK, KHQ)
Singing Seven (KDKA)
Singing Shoe Salesman (WSFA)
Singing Stars (KABC)
Singing Strings (WPAY, CJOC, KDKA, WJBY, WPHR, KFRO, KGVO, WTMJ, KPDN, WGRC, MWR)
Singing Symphony (NBC)
Singing the Blues (WBZ-A)
Singing—The Well Spring of Music (NBC)
Singing Troubadour, The (WTAG)
Singing Vagabond (CBS)
Singing Vagabonds (WRR, WKZO)
Singing Violins (WSAI, WRC, WOW)
Singing Waiter, The (WMSD)
Singing Waiters (CBS)
Singing Weatherman (WDZ)
Singtime (KDYL)
Sinosaur Hunters (NBC)
Sir Alfred's Party (WCAU)
Sis Mirandy (KMBC)
Sisters of the Skillet (NBC)
Sitting on Top of the World (NBC)
680 Club, The (WPFT)
Six Ford-Sons, The (KFVS)
Six-Gun Justice (CBS)
Six Icemen, The (KFVS)
Sixteen Singers (NBC)

Sizzlers, The (NBC)
Sizzling Syncopation (WIL)
Skating Time (WHB)
Skeeter's Adventure Club (KMBC)
Sketch Book, The (WHBB)
Sketches from Life (WXYZ, WHAM)
Sketches in Melody (KABC, KGEZ, MacG)
Sketches in Swing (KCMO)
Skip, Step and Happyanna (WGY)
Skipper, The (WKY, WJSV)
Skipper Jim (WMCA)
Skippy (NBC)
Skullery Skits (WCCO)
Sky Pilot, The (KGNC)
Sky Riders (KWK, KFH)
Sky Sketches (NBC)
Skylights (CBS)
Skyliners, The (NBC)
Skyride (KSOO)
Skyscraper (NBC)
Sleep Producing Girl (NBC)
Sleep Scoffers Club (WDBO)
Sleep That Dreams (WMBH)
Sleep Tomorrow Club (WFBM)
Sleepyhead Serenade (WCSC)
Sleepwalkers' Club (WBNS)
Sleepwalkers' Night Club (WBNS)
Sleepy Hollow Program (WBRE)
Sleepy Time Girl (KOY)
Sleepy Town Express, The (CFCY)
Sleepyhead Serenade (WSCS)
Slim Jim and His Rough Riders (WDGY)
Slim Jim and the Vagabond Kid (WDGY)
Slim, Smoky and the Senator (KWTO)
Slovak Songs (WJAY)
Slumber Boat (KOIN, WSB)
Slumber Dreams (WBBC)
Slumber Hour (KGO-KPO, WDRC, KGLO)
Slumber Music (NBC)
Slumbertime (KFWB)
Smackout (NBC)
Small Town Hotel (KFOX)
Smart Topics in Verse (KTUL)
Smile-a-While (KYA)
Smile a While Time (WLS)
Smile Club, The (WCMI, WCPO)
Smile Club Kiddies' Hour (CFLC)
Smile Time (KANS)
Smilin' Thru (WJIM)
Smiling Cowboy, The (KBIX)
Smiling Thru (CFRN)
Smiling Twins (CBS)
Smith Brothers, Trade and Mark (NBC)
Smith Sisters (WIS)
Smoke Dreams (WLW)
Smoke Rings (KDKA)
Smoky and Poky (WRVA)
Smooth Sailing (WNAX)
Smuggler's Luck (WFAS)
Snapshots (KGO-KPO)
Sneaks, The (KTUL)
Snider's Menus and Recipes (NBC)
Snoop and Peep (NBC)
Snooper, The (KOVC)
Snow Village Sketches (NBC)
Snowball and Sunshine (CBS)
So This Is New York (KFSO)
So You Haven't the Time (WQXR)
Soap-Suds Serenaders (WTMJ)
Sob Ballads of the Gay Nineties (WGY)
Social Calendar, The (WIBM)
Social Correspondent (KFIO)
Social Problems (NBC)
Social Register (WCAM, WSYR)
Social Secretary (WKZO)
Social Security Talk (WINS)
Social Service in a Changing World (NBC)
Social Shopper (WSYR)
Social Sidelights (KPDN)
Society Column of the Air (WMFG)
Society Editor (KHJ)
Society for Ethical Culture (WQXR)
Society Reporter (WFBM, WDRC)
Society Sidelights (KGO-KPO)
Society-ing with Sarah Lou (KICA)
Socony Pleasure Cruise (WHAM)
Socony Program (NBC)
Socony Safety Patrol (WHAM)
Soconyland Sketches (NBC)
Soft Lights and Sweet Music (NBC)
Soil Science (KFDY)
Sol's Sport Slant (WDAE)
Solay and His Violin (WJR)
Soldiers of Fortune (WBS)
Soliloquy (WHN)
Somebody's Birthday (WESG)
Somebody's Favorites of Yesterday (KRQA)
Somebody's Son (WCAU)
Somerset Quartet of Somerville, N. J. (WAWZ)
Somerville (N. J.) High School Symphony Orchestra (WAWZ)
Something for Everyone (WIND)
Something Old and Something New (WOAI)
Something Old, Something New (KJBS)
Something Simple (KGO-KPO)
Something to Think About (KFUO)
Somno Melodies (WBZ-A)
Sonata Recital (KGO-KPO)
Song a Minute (WJR, WELL)
Song Album (KGO-KPO)
Song and Dance (WGH)
Song and Rhythm (CKTB)
Song and Story Man (WGY)
Song at Twilight (CYOC)
Song Chest (WGES)
Song Contest (WINS)
Song Dramas (WHN)
Song Dramatists (WDBO)
Song Fashioners (WMCA)
Song Girl (WDRC)
Song Hits of 1935 (WHB)
Song Hits of Popular Composers (WHB)
Song Hits of the Century (WHB)
Song Matinee (WDAF, WHB)
Song Nuggets (KGO-KPO)
Song of the City (NBC)
Song Parade, The (WGAR, KANS)
Song Peddler, The (CKWX)
Song Personalities (KGO-KPO)
Song Pictures (WBZ-A, WNAC)
Song Pluggers on Parade (WNEW)
Song Portraits (NBC)
Song Recital (KHJ)
Song Reporter (CBS)
Song Session (KGO-KPO)
Song Shop, The (WDBO, WJAY, WXYZ, KFBI)
Song Smiths, The (KMBC)
Song Story, The (KMBC)
Song Stories (WHAM, KOL)
Song Styles (WFDF)
Song Stylists (CBS)
Song Stylists on Revue (WHB)
Song Thoughts (KGO-KPO)

Song Title Contest (WMCA)
Song Weavers (KTNL)
Songs and Smiles (WRR)
Songs and Sonnets (WGBI, WNBX)
Songs at Eventide (KMOX, KGW-KEX)
Songs at the Piano (WBZ-A)
Songs at Twilight (WCAE)
Songs Before the Noon Hour (WBRC)
Songs by Southern (WSJS)
Songs by the Kitchen Sink (KGO-KPO)
Songs for You (KGW-KEX)
Songs from the Shows (CFAC)
Songs in My Heart (WPAY)
Songs in the Night (KFUO)
Songs My Mother Sang (KDKA)
Songs My Mother Taught Me (WTMV, WGY)
Songs My Mother Used to Sing (CBS)
Songs of Hearth and Home (WMT)
Songs of Hill and Plain (NBC)
Songs of Home Sweet Home (NBC)
Songs of Ireland (WDRC)
Songs of Israel (WMCA)
Songs of Long Ago (WDRC)
Songs of Memory (NBC)
Songs of Old (KFPY)
Songs of Out of Doors (CBS)
Songs of Romance (WCBS, NCBS)
Songs of Russia (CBS)
Songs of Hearth and Home (WMT)
Songs of Hill and Plain (NBC)
Songs of the Day (WBZ-A)
Songs of the Homeland (NBC)
Songs of the Island (CFCY)
Songs of the Maritimes (CFCY)
Songs of the North (WCAL)
Songs of the Open Trail (KGO-KPO)
Songs of the Season (NBC)
Songs of the South (WBZ-A)
Songs of the Strings (KGVO)
Songs of the Sunset Trail (KANS)
Songs of the Ukraine (CHAB)
Songs of the Violin (WDRC)
Songs of the West (RRI)
Songs of Yesterday and Today (KFYR)
Songs of Yesteryear (WHB)
Songs Salesmen (WHN)
Songs That Live Forever (WHBB)
Songs That Never Grow Old (KGO-KPO)
Songs That Never Had a Chance (WHBF)
Songs You Love to Hear (WRUF)
Songs Without Words (RRI)
Songalogues (NBC)
Songcopators (WHB)
Songfellow, The (KOA)
Songfest (WCLO)
Songland KGO-KPO)
Songshop of the Air (WMCA)
Songster's Spotlight (CJOC)
Songwriters' Opportunity Contest (WMCA)
Sons o' Guns (WWVA)
Sons of the Pioneers (KFWB, KHSL, SR)
Sons of the Sun (KRQA)
Sons of the West (KGNC)
Sophisticates, The (KGNC)
Sophisticated Harmonies (KMBC)
Sophisticated Lady (CBS)
Sororitie Shop Syncopations (KVOE)
Sorrento Serenaders (CBS)
Soul of the Organ (WTJS)
Sounds of Silence (CBS)
Soup to Nuts (CFRC)
South Americans (MacG)
South Carolina Economic Assn. (WBT)
South Carolina School of the Air (WIS)
South Dakota Education Association (KSOO)
South Georgia Barn Dance (WGPC)
South of the Rio Grande (KOB)
South Sea Islanders (NBC)
Southeastern Revue (NBC)
Southern Harmony Four (KGO-KPO)
Southern Heroes (WSB)
Southern Jubilee Quartet (WGY)
Southern Melody Boys (WELL)
Southern Reveries (WBZ-A)
Southern Roses (WPHR)
Southern Serenaders (WDNC, KGHI)
Southern String Ensemble (WBTM)
Southern Symphonies (WCKY)
Southernaires (WENR)
Southland Melodies (WHB)
Southland Sketches (NBC)
Southlanders, The (WJAY)
Southwest on Review (KFYO)
Southwestern Artists' Hour (WFAA)
Southwestern Players (WMC)
Southwestern Serenaders (KOB)
Souvenir (CBS)
Souvenira (KGO-KPO)
Souvenirs (WCBS, WWL, WWJ)
Souvenirs from Shows (WJBO)
Souvenirs of Melody (WGY)
Souvenirs of Song (WJAY)
Souvenirs of Yesteryear (CHRC)
Spanish Dreams (NBC)
Spanish Garden, In a (CBS)
Spanish Idyls (NBC)
Spanish Relief (WINS)
Spanish School and Theatre of the Air, The KOB (KOB)
Spanish Serenade (CBS)
Spanish String Ensemble (CBS)
Spanning the World (CBS)
Sparklers (KGO-KPO, WIL)
Sparklets (KGO-KPO)
Spartan Quartet, The (WXYZ)
Spartan Spotlight (KDFN)
Spartan Triolians (NBC)
Speak Easy (WRJN)
Speakers' Forum of the Air (WQXR)
Special DX Programs (KFUO)
Special Request Program (KABR)
Specialties of the Air, The (KSD)
Spectacle of Life, The (CKCO)
Spectator, The (WHKC)
Speech Improvement (WINS)
Speed Demon of the Ivories (WROL)
Spelling Bee (WTNJ, CJCS, KUJ)
Spelling Bee of the Air (WJIM)
Spelling Bee, The WEAN (WEAN)
Sperry Sunday Special (KGO-KPO)
Spic and Span (WSAI)
Spice of Life (KDYL)
Spindrift (KFWB)
Spirit of the Pioneers (KVOR)
Spirits of Rhythm, Five (CBS)
Spiritual Fantasy (KGO-KPO)
Spiritual Interlude (WISN)
Spokane Sings (KFPY)
Spokane Streets (KGA)

Sponsor Speaks, The (KYOS)
Spoonerisms (KDKA)
Sport Column of the Air (CBS)
Sports Facts (WCBA-WSAN)
Sport Headliners (KGO-KPO)
Sport Highlights (KDON)
Sport-o-Grams (WBZ-A)
Sport Page of the Air (KFSO, KMOX, KOMA)
Sport Shorts (WAAF)
Sport Sketches (WCLO)
Sport Sparks (WIL)
Sport Trail of the Air (WHBF)
Sportcast (WSAU, CFCO, KVSO)
Sportcaster (CKLN)
Sportcycle (CFAC)
Sporting Extra (WCAU)
Sporting Horizon, The (KSD)
Sporting News (WOAI)
Sportlight Review (KGO-KPO)
Sportlites (WMBC)
Sports Across the Breakfast Table (KFAB)
Sports Alley of the Air (WINS)
Sports Briefs (WEAN)
Sports Bullseyes (KHJ)
Sports Dramas (KGO-KPO)
Sports Final Edition (WTMV)
Sports Flashes (WFDF)
Sports Forum (KGO-KPO)
Sports Huddle, The (WBBM)
Sports Medley (WRR)
Sports of All Sorts (KFIZ)
Sports of the Day (KABC)
Sports on Parade (WLW)
Sports Page of the Air (KCKN)
Sports Parade (WISN, WMFJ)
Sports Personalities (KFPY)
Sports Resume (WMCA)
Sports Review (WDRC, KONO, KABR, WJAX, WJSV, WSAI, CFCF)
Sports Revue (WDAF)
Sports Roller Coaster (WTMV)
Sports Roundup (WJW)
Sports Slants (WCAE)
Sports Talk (WINS)
Sports Thru the Keyhole (KFYR)
Sportsman's Corner (KYA)
Sportshots (WTMV)
Sportslants (CBS)
Sportsman, The (WPAY)
Sportsmen's Hour (KTUL)
Sportsmentator (WLLH)
Sportspot Topics (KGVO)
Spotless Town Gazette, The (NBC)
Spotlight (KGO-KPO, KHO)
Spotlight and Baton (WELL)
Spotlight Memories (NBC)
Spotlight Parade (KSL, WRVA, CFCF)
Spotlight Program (CJCS)
Spotlight Revue (WFBR, WBZ-A, WHB)
Spotlight Twins (WHO)
Spotlight Varieties (WMCA)
Spotlighting NBC Artists (WMBH)
Spotlights in Literature and Drama (NBC)
Spotlite, The (KROC)
Spot Stories Off the Record (NBC)
Spots Reporter (KSLM)
Spring Capers (WTBO)
Spring Sports (WINS)
Springfield Hour of Music (WBZ-A)
Springtime (WBZ-A)
Springtime and You (WFLA)
Springtime in Paris (KGO-KPO)
Squeezebox Serenade (WJW)
Squire, The (WDRC)
Squirrel Dodgers (KFOR)
Staff Frolic (WHB)
Staff on Parade (WDAY)
Stage and Screen (NBC)
Stage at Eve, The (WQXR)
Stag Party (KOL)
Stainless Show (NBC)
Stamp Club, The—Capt. Tim Healey (WDRC)
Stamp Man, The (WDBO)
Stamp Time (KGO-KPO)
Standard Briquettes (MWR)
Standard on Parade (KGO-KPO)
Standard School Broadcast (KGO-KPO)
Standard Symphony (KGO-KPO)
S.R.O. (Standing Room Only) (WBNX)
Stanford University (KGO-KPO)
Star and Style Revue, The (WKY)
Star Books (KGO-KPO)
Star Gazing (WIND)
Star Musical (KGMB)
Star Reporter, The (WJSV)
Star Sportlite Revue (KFI)
Starr Dust with Martin Starr (WMCA)
Stars and Classics (WHN)
Stars and Diamonds (WMC)
Stars and Fashions (KMBC)
Stars in the Making (WGAR)
Stars of Broadway and Hollywood, The (NBC)
Stars of the Future (WLTH)
Stars of the Summer Night (NBC)
Stars of the West (KGO-KPO)
Stars of Today (WTMV, KGW, KEX)
Stars of Tomorrow (KHSL, WPHR, WMBC, KVI, KSD, KGW-KEX)
Stars on Parade (KGO-KPO)
Stars Sing, The (WIL)
Stars String Trio (WDAF)
Stardust (WAAT, KFPY, KMOX, WCBS, WTMJ, WROK, KFAB, KOY, CKWX)
Stardust and Stuff (WFBR)
Stardust Melodies (WFBM)
Stardust Serenade (WKRC)
Stardust Trio (WJW)
Starland Chateau (WTMJ)
Starlets (KDKA)
Starlight and Moonglow (WMCA)
Starlight Melodies (KCMO)
Starlight Review (KFVD)
Starlight Serenade (WHK)
Starlight Serenaders (KGO-KPO)
Starting the Day Right (WEVD)
State Capitol Visits (WHA)
State College Little Theatre of the Air (KFDY)
State Farm Flashes (KFXD)
Statesmen Limited (WSAI)
Station IOU (WAAW, WGAR)
Station Master, The (KRNR)
Station N-U-T-S- (WHO)
Steampship Radio (WMCA)
Stebbins Boys, The (NBC)
Steel Pier Minstrels (CBS)
Steffen's Ice Cream Circus (WKY)
Steffen's Treasure Ship (WKY)
Stein and Schuper (WXYZ)
Stepping Along (WCHS, WNAC)
Sterling Melodies (WDAE)
Sterling Young (CRS)
Stick to the Finish Club (KWK)
Stickney Stuffing Program (NBC)
Stickus Club (WPAY)
Stock and Market (WHBB)
Stock Company of the Air (WRJN, WSBT-WFAM)

Stock Exchange Talks (NBC)
Stock Market Edition (WOAI)
Stolen Moments (WCAE)
Stompin' at the Savoy (WWSW)
Stone of History (NBC)
Stop, Look and Listen (WSUN)
Stork Report (WSBT-WFAM)
Story and Song (KFUO, KTUL)
Story and Song Hour (WHJB)
Story Behind the Claim, The (WBS)
Story Behind the Headlines (CBS)
Story Behind the Song (WHB, KFIZ)
Story Book Hour (KSAC)
Story Book Lady, The (WSOC)
Story Hour (KFUO)
Story Hour, John Martin's (NBC)
Story Hour Lady (WCLO)
Story in a Song (CBS)
Story in Poetry (KNEL)
Story in Song (WBZ-A)
Story Lady, The (KFVS, WJAG)
Story of a Song (WJJD)
Story of a Thousand Dollars (CBS)
Story of Industry (CBS)
Story of Man, The (WHA)
Story of Mary Marlin (NBC)
Story Teller (KGO-KPO, KHJ)
Story of the Piano (WWJ)
Story Time (WLW)
Story Time for Little Folks (WHA)
Stories by Camera (WMCA)
Story of Women's Names (NBC)
Stories from the Old Testament (KFUO)
Stories in Sports (NBC)
Stories of Doctor Kate (KGO-KPO)
Stories of Living Great (CBS)
Stories of the Supernatural (KXBY)
Stouthearted Men (WGAR)
Stowers Bulletin Board (KABC)
Stradivarius String Quartet (NBC)
Strands of Beauty (WLW)
Strange As It Seems (KHJ)
Strange But True (WSGN)
Strange Cases (KGO-KPO)
Strange Facts (KOOS, KFUO)
Strange Interludes (WMBH)
Strange Interview (KGO-KPO)
Strange Michael Cannon (WSAI)
Strange Truths (KCMO)
Stranger Than Fiction (KMBC)
Stray Hollister (KLO)
Stream Line Stylist (WTMV)
Streamlined English (WMCA)
Streamlined Interviews (WLTH)
Streamliners (WCCO)
Street Forum (WMCA)
Street Interviews (WHB)
Street Politics (WMBC)
Street Reporter (KSLM)
Street Reporter's Daily News (WINS)
Street Singer (CBS)
Street Snooper (KALB)
Streets and Avenues (WHBQ, WGH)
Strength on the Way (KFUO)
Stretchaway Club (WHB)
Strictly Feminine (WEBC)
Strictly Masculine (KEBC, WMFG)
String Moods (WMCA)
String Rhapsodies (KHJ)
String Serenade (KGO-KPO)
String Symphony, The NBC (NBC)
String Teasers (KTUL)
Strings and Ivory (CHRC)
Strings and Reeds (WJIM)
Strings and Woodwinds (WTAM)
Strings Moderne (WTBO)
Strings of Harmony (WPHR)
Stringtime (KGO-KPO)
Stringwhackers (KOOS)
Stringwood Ensemble (KGO-KPO)
Stroll On the Avenue (CBS)
Strollers (CBS)
Stroller's Matinee (KDKA)
Strollers Quartet (KWK)
Strolling Minstrel, The (WTMJ)
Strolling Musicians (WDBO)
Strolling Songsters (NBC)
Stromberg-Carlson Hour (WHAM)
Studebaker Champions (NBC)
Student Author Story Hour (KSAC)
Student Stoogies (WGRC)
Student's Chapel Devotion (KFUO)
Students Radio Playhouse (KVI)
Study in Black and White, A (WHAM)
Study of Early Man (NBC)
Studies and Sketches in Black and White (CKLW)
Studies in Rhythm (WMBO)
Studies with the Masters (WGY)
Studio Cat, The (WBNX)
Studio Chatter (KGO-KPO)
Studio Jamboree (WSVA)
Studio Parade (KHQ)
Studio Party (WHAM)
Studio Presentations (CHNS)
Studio Reporter, The (KFYR)
Studio Revue (WRGA)
Studio Staff Variety Show (WHEC)
Stuffy's Sterling Stooges (KMOX)
Style and Smile Leaders (WHB)
Style Casts (KTUL)
Style Court (KYW)
Style Garage (WGAR)
Style Notes (KGNC)
Style Reports (WSPA)
Style Salon (WTMV)
Styles in Strings (KGVO)
Styles in ¾ Time (CHAB)
Stylists, The (WAAT)
Sub Debs (KTUL)
Submarine G-10 (NBC)
Subway Boys (WPG)
Success Detective (WOKO)
Success Doctor (KRKD)
Sugar & Bunny (NBC)
Success Stories (NCBS)
Success Story (WBS)
Sugar Cane, Songs and Impersonations (NBC)
Suggestions, KOCA (KOCA)
Sully's Radio Spotlight (KWTO)
Summer Days (CBS)
Summer Health Talks (WDRC)
Summer Rhythm (KMOX)
Summer Shadows (WBZ-A)
Sun Bonnet Sue (KFBI)
Sun Dial (WJSV, WAAW)
Sun Dial Program, The (WHIS)
Sun Dialers (WPAY)
Sun Flame Singer, The (MWR)
Sun Up (WHAM)
Sunbeams (KIDW)
Sunbeam Safety Hour (WMBH)
Sunbirds, The (NBC)
Sunbonnet Girls, The (KMBC)
Sunburst of Song (KGO-KPO)
Sunday Afternoon Frolic (WEAU)

Sunday Afternoon Hodge Podge (KOY)
Sunday Afternoon Hymn Sing (KTHS)
Sunday Afternoon Musicale (KOA)
Sunday Afternoon Party (CBS)
Sunday Afternoon Variety (WJAG)
Sunday Afternoon Varieties (WPHR)
Sunday at Eight (WHLB)
Sunday at Lazy X Ranch (WSIX)
Sunday at Seth Parker's (NBC)
Sunday at Seven (WTMV)
Sunday Call, The (WDRC)
Sunday Concert (KGO-KPO)
Sunday Evening Devotional Hour (KFUO)
Sunday Evening Hour (CBS)
Sunday Evening Hymns (KGCX)
Sunday Evening at Nine (WHN)
Sunday Evening on Temple Square (KSL)
Sunday Evenings at Seth Parker's (NBC)
Sunday Eye Opener (KHSL)
Sunday Forum (NBC)
Sunday Journal Features (WSB)
Sunday Matinee of the Air (CBS)
Sunday Morning Breakfast Club (WISN)
Sunday Morning Forecaster (WEAU)
Sunday Morning Meeting Time (WTJS)
Sunday Morning Ramble (KGMB)
Sunday Musicale (KOL)
Sunday Night Free-For-All (CBS)
Sunday Night Frolic (WDAY)
Sunday Night Hi Jinks (KFWB)
Sunday Night Radio Concert (CKCH)
Sunday Night Theatre (NBC)
Sunday Night Varieties (CBS)
Sunday Reverie (WAVE)
Sunday School of the Air (KGCU, KGFW)
Sunday Serenade (WAVE, WHLB, KOIL)
Sunday Sermons (WBNX)
Sunday Siesta (KTUL)
Sunday Sinfonietta (WOV)
Sunday Songsters (WISN)
Sunday Sunshine (WBBM)
Sunday Swing Session (WJBO)
Sunday Symphony (WWSW, WCBS)
Sunday Symphony Concert Orchestra, The NBC (NBC)
Sunday Vespers (NBC)
Sundial, The (WPHR)
Sundial Bonnie Laddies (NBC)
Sundial Serenade (WHB)
Sundown Melodies (KOY)
Sundown Revue (WBOW, WCSC)
Sundown Serenade (KFPY, CKCL)
Sunflowers (KSAC)
Sunkist Melodies (KHJ)
Sunlite Kitchen (WKZO)
Sunoco Newcaster (WGY)
Sunoco Show (NBC)
Sunny Jim Dandies (WDAF)
Sunny Jim's Radio Pals (WJAS)
Sunny Side, The (WRUF)
Sunny Side Up (WCAU)
Sunny Singers, The (WXYZ)
Sunny Smile Club (WFIL)
Sunny Valley (KFWB)
Sunrise and Music (WBBC)
Sunrise Breakfast Club (WXYZ)
Sunrise Club (KVI)
Sunrise Express (KOL)
Sunrise Melodies (WOV)
Sunrise Music Hour (WAAW)
Sunrise Program (CKWX)
Sunrise Roundup (KFRU)
Sunrise Round-Up of the Chore Gang (WHO)
Sunrise Salute (WEMP, KNX)
Sunrise Serenade (WSYR, KSOO)
Sunrise Serenaders (KGO, KPO, WBZ-A)
Sunrise Show (WHB)
Sunrise Special (WNAC)
Sunset Corners Minstrels (WHO)
Sunset Corners Opry (WHO)
Sunset Cruise (WEMP)
Sunset Dreams (NBC)
Sunset Melodies (KGO, KPO, KHSL, WJBY)
Sunset News Theatre of the Air, The (WHIS)
Sunset Serenade (KMOX)
Sunset Serenaders (WJR)
Sunset Service (KFUO)
Sunset Sketches (WOKO)
Sunset Soliloquy (KALB)
Sunshine Boy, The (WJR)
Sunshine Boys (WDEV, KWKH)
Sunshine Circle (NBC)
Sunshine Club (WPTF, KYA)
Sunshine Express (KTUL)
Sunshine for Shut-Ins (WHEB)
Sunshine Girl (KHSL)
Sunshine Hour (KFVD, WBOW, WFLA, WBRC, KGVO, KFBI, WMAQ, WENR, WRVA, KFYR, WGES, WINS)
Sunshine Hours (WSIX)
Sunshine House (WCAE)
Sunshine Joyride (WMCA)
Sunshine Kiddies' (KGGF)
Sunshine Lady (KDFN, KFNF)
Sunshine Man, The (KTUL)
Sunshine Melodies (WJW, MWR)
Sunshine Minstrels (KFVS)
Sunshine Serenaders (WIL)
Sunshine Special (KVOA, KPQ)
Sunshine Trio, The 1927 (WFBR)
Superior Dairies Kiddies Party (WFOY)
Superior Fun-Fare (KFAC)
Supper Club (WHN)
Suppertime Frolic (WJJD)
Supreme Ranger Serenade (KOA)
Surprise Box (WWL)
Surprise Package, The (KWKN)
Surprise Party (KFVS)
Susan Agar Chatelaine of the Air (CFRN)
Susie & Jake (WCBA-WSAN)
Susie, The Kitchen Cynic (WCCO)
Susie the Swapper (KGNF)
Suanee Serenade (WRUF)
Swanee Cowboys (KTRB)
Swanee Serenade (KYOS)
Swap Program (WALA)
Swazey Corners (WRJN)
Sweepstakes, The WJJD (WJJD)
Sweet and Hot (CKLW, WSBT-WFAM, WIP)
Sweet and Low (KLO)
Sweet & Low Down (NBC)
Sweet and Slow (CJOC)
Sweet Melodies (KMOX)
Sweet Music (WHB, WHAS, WMBH, KGNC, KGO-KPO, WRNF)
Sweet 'n Hot (CKCL)
Sweet Swing (KMBC)
Sweet Time (WMSD)
Sweetest Love Songs (NBC)
Sweetheart Days (KYA)
Sweetheart Hour (WDAF)
Sweetheart of the Air-Lanes (WDOD)
Sweetheart Pair (WCCO)
Sweetheart Program (NBC)
Sweetheart Time (KTUL)

Sweethearts (CBS)
Sweethearts of Melody (KOA)
Sweethearts of the Air (WHP)
Sweethearts on Parade (WHB)
Sweethearts on the Air (NBC)
Swift Garden Party (NBC)
Swift Garden Program (NBC)
Swift Program (NBC)
Swift's Studio Party at Sigmund Romberg (NBC)
Swing and the Classics in Reverse (WSJS)
Swing Around the World (KRBC)
Swing Blues (WMCA)
Swing Classics (WIND)
Swing Fever (WGRC)
Swing Fiesta (WHB)
Swing It (WHIS)
Swing Serenade (WAIM, WAVE)
Swing Session (KRE, WSGN)
Swing Sisters, The (WTAG)
Swing Symphony Swing (WHN)
Swing Time (KUIL, KFXD, WOW, WWVA, KFXJ, WDGY, WNBX)
Swing Time & Waltz Time (WMCA)
Swing Time Tunes (KTUL)
Swing with the Girl Friend (KMA)
Swing with the Strings (WCCO)
Swing Your Partner (WBS)
Swing's the Thing (IBS)
Swingin' on Time (WCBD)
Swingin' in Song (KYOS)
Swinging (WAAT)
Swinging Along (CBS)
Swinging a New Song (WTMJ)
Swinging Down the Air Lanes (CBS)
Swinging Down the Airlines (WSB)
Swinging Down the Lane (WTMJ)
Swinging with Fielder (KONO)
Swingopaters (KWK)
Swingsters (WTAG, WJAY)
Swingtime in Dixie (WATL)
Swingtimers, The (KFVS)
Swiss Yodelers, The (KMBC)
Sycamore Street (KGB, KHJ)
Sylvan Trio (NBC)
Sylvania Foresters (NBC)
Sylvester Midnight Program (KFUO)
Sylvia (MWR)
Symphoneers, The (KMOX)
Symphonetta (KTUL)
Symphonette (CFRN, WGN)
Symphonettes (KGO-KPO)
Symphony Concerts (NBC)
Symphony Hall (WRUF)
Symphony in Style (WHN)
Symphony of Life (WSB)
Symphonic Band (WCAM)
Symphonic Echoes (WJJD)
Symphonic Hour, The (WAAF, WQXR)
Symphonic Interlude (CBS)
Symphonic Jam (WGBI)
Symphonic Serenade (WSPA)
Symphonic Swing (WRUF)
Symphonic Variations (WTAM)
Symphonies of Style (WNBX)
Symphonic Moderne ((NBC)
Symposium Opinion (KUJ)
Symposiums (NBC)
Syncopated Silhouettes (CBS)
Syncopated Sparklers (WEMP)
Syncopators (WOW)
Syncothots (KGO-KPO)
Syracuse Variety Hour (CBS)
Syrup Symphonies (CFCF)

T

Table for Two (WBS)
Table King Coffee Club (WEBC)
Table Talks (KTUL)
Tadpole and Molly (KGER)
Tailwaggers Club (NBC)
Take Time to Be Holy (KRE)
Taking Democracy Seriously (WGAR)
Tale of a Town (WDAY)
Tale of Today, A (NBC)
Tales and Details (KGB)
Tales from Shakespeare (KGO-KPO)
Tales of California (KGO-KPO)
Tales of Courage (NBC)
Tales of Old Virginia (WTAR)
Tales of Opera (WENR)
Tales of the Emerald Isle (NBC)
Tales of the Far East (KOMA)
Tales of the Foreign Legion (CRS)
Tales of the Northwest (WGY)
Tales of the Titans (NBC)
Tales of the Tuna Clippers (KGB)
Talent Program (WCHS)
Talent Scout (WHB)
Talent Try-Outs (WQAM)
Talk it Over (KFUO)
Talk of the Town (WTAR, WJAX, WMBH, WKY, KGO-KPO, WAAT, WSYR)
Talkie Picture Time (NBC)
Talking Drums (MacG)
Talking Story Book, The (WGPC)
Tall Corn Time (IBS)
Tally Ho (KGO-KPO)
Talmudic Tales (KCKN)
Tangee Musical Dreams (NBC)
Tango Cabaret (WOV)
Tango Talks, The (KYOS)
Tango Time (WISN, KLO, KONO, WAVE, KVOL, KGVO, KABC)
Tantalizing Tunes (KLPM)
Tap Dance Review (KFIO)
Tapestries of Life (WGBI)
Tapping Toes (WJAY)
Tar Heel Folks (WEED)
Tarzan (RRI)
Tastyeast Jesters (WBZ-A)
Tate's Cowboy (KGHI)
Taters and Mule (NBC)
Tattered Man (NBC)
Tattler Sports Review, The (KMBC)
Tattler, The (KMBC)

Taubman's Men's Bible Class (KGER)
Tavern Tunes (WRUF)
Tax Talk (WINS)
Taxation in Wisconsin (WHA)
Taxi (JVG)
Taximeter Listens (WCAU, WHN)
Taylor and Kahn (KRKD)
Tea at the Ritz (CBS)
Tea Chat (KGO-KPO)
Tea Dance (WAVE)
Tea Dansant (KGO-KPO)
Tea for Two (KABC)
Tea Room Trio (WPHR)
Tea Table Tete-a-Tete (CBS)
Tea Time (WRUF)
Tea Time at Morrells' (NBC)
Tea Time Dance Tunes (WEED)
Tea Time Melodies (WJR, WHAM)
Tea Time Serenaders WBZ-A)
Tea Time Topics (WQAM, WPG)
Tea Time Tunes (WJBY, WPHR, KGVO, WHDL, WFIL, WHB, WKBO)
Tea Timers (KGO-KPO)
Teacup Tunes (KGO-KPO)
Teachers Holiday (KGO-KPO)
Team Mates (KGO-KPO)
Tear It Down (KONO)
Teatime Troubadours CBS)
Tech Tattler (KFYO)
Ted and His Gang WNAC)
Ted Bateman at the Piano (WCHV)
Ted Fio-Rito (CBS)
Teddy Lane of the Air Lanes (WJAS)
Tee-Off (KOL)
Teeny, Tiny and Tack (WIS)
Tek Music (NBC)
Telatunes Requests (KSD)
Telechats (WTMV)
Telephone Troubadours (WAAT)
Telephone Tunes (WATR)
Television Flashes (KXBY)
Tell Me a Story Lady (WDAF)
Tell Us Your Story (CBS)
Telling the World (NBC)
Temple Bells (NBC)
Temple of Song (WFMD)
Temple Reveries (WBOW)
Tempo Capers (WDNC)
Tempo Chango (KIDW)
Tempo di Modernage (KORE)
Tempo Tempest (KYOS)
Tempos Tea Timers (WBZ-A)
Tempter Detective (WDAF)
Ten o'Clock Melody Market (WTMJ)
Ten o'Clock Scholars (WHK)
10 o'Clock Tunes (WJAY)
Ten Torrid Tunes (KRE)
Ten-Twent-Thirt (NBC)
10:30 Sports Revue (WSB)
Tena and Tim (MWR)
Tennessee Playboys Band (WPHR)
Tennessee, The Song Stylist (KSD)
Tenth Inning, The (WBBM, KMOX)
Terhune Dog Drama (KGO-KPO)
Terror by Night (CBS)
Terry and Ted (WBS)
Terse Tales (KFUO)
Tetley Tea Hour (NBC)
Tex Owens (KMBC)
Tex Terie (WSBT-WFAM)
Texans (WOAI)
Texas Broncho Buster (WPHR)
Texas Cowboy, The (WDRC)
Texas History Sketches (WOAI)
Texas Kid, The (KFYO)
Texas Ramblers (WOAI)
Texas Rangers, The (KMBC)
Texas Treasures (WOAI)
Texas Weekly, The (WOAI)
Texcomo Forum (KLUP)
Thatcher Colt (NBC)
That Couple Next Door (KDON)
That Morning Bugle (WSBT-WFAM)
That's My Job (WHAM)
That's Paris (CBS)
That's What You Think (CFRN)
The Orchestra (KGO-KPO)
The Song-a-Minute-Song-test (WNBC)
Theat-aire, The WHBF (WHBF)
Theatre Chez Soi (CKCV)
Theatre Forum (NBC)
Theatre Guild (WINS)
Theatre Guild Mystery Plays (WJNO)
Theatre Matinee (CBS)
Theatre of the Air (KTUL)
Theatre of the Air, The WFLA (WFLA)
Theatre of Today (CBS)
Theatre of Youth (KPPC)
Theatre Programs (NBC)
Theatre Review, The (WRR)
Theatre Time (CFCF)
Theatrical Scrapbook (NBC)
Their Majesties, The Babies (WDZ)
Theme of Love, The (WFBR)
Then and Now (CBS)
There Are Smiles (WDZ)
There's Something in the Air (WKZO)
Theremin Ether Wave Music, RCA (NBC)
These Are Our Neighbors (UP)
These Valiant (WJJD)
They Live Again (WNEW)
They Made Headline (UP)
They're Off (WHN)
Thigpen Family (WOAI)
Thimble Revue (WAVE)
Things I Shouldn't Tell (NBC)
Things That Happen—Good and Otherwise (WHEB)
Thinking Fellow, The (WCBS)
Thirteen Moon (WHAM)
Thirteen Strings (KIUP)
Thirteen Tenners (WROL)
Thirty Below (KGB)
Thirty Fingers (WWVA)
Thirty Minute Men (CBS)
Thirty Minutes with Hank (WGBI)
30 Minutes with the Classics (KGAR)
30 Musical Moments (WBZ-A)
This and That (WHBB, KOIN, WCMI, KDB, WQAM, WJIM, KYOS, KFXR)
This Is Our Age (KONO)
This Is Your Program (CBS)
This Modern World (WNAX)
This Rhythmic Age (KTUL, NCBS)
This, That and the Other (WHEB)
This Thing Called Swing (WCAU)
This Week in History (KFAC)
This Week in Washington (WMCA)
This Week's Social Calendar (KGNF)
Thomas Lee Presents (KHJ)
Those Four Boys (WHJB)
Thoughtful Moments (WJNO)
Thoughts and Melody (KSLM)
Thoughts for the Day (WEED)
Thoughts for Today (CHSJ)
Thoughts for You and Me (KTEM)
Thousands Cheered (CBS)
Threads of Happiness (CBS)
Three Aces (WJR)
Three Bachelors (WICC)
Three Bakers (NBC)

Three Blind Mice (KORE)
Three Blue Chips (WMCA)
Three Blue Notes (WADC, WFMD)
Three Buckaroos, The (WTAG)
Three Cheers (KGO-KPO)
Three Doctors, The (WBRC)
Three Fair Damsels (KCMO)
Three Flats (CBS)
Three Flights Up (WCAU)
Three for Tea (KYW)
Three Freshmen, The (WSB)
Three Girls in a Room (WSB)
Three G's (WMCA)
Three J's (WMCA)
Three Keys (CBS)
Three Kings and Their Jester (WHJB)
Three Little Funsters (WMCA)
Three Little Girls in Blue (WCHS)
Three Little Maids (NBC)
Three Little Maids from School (WINS)
Three Little Pigs (WSGN)
Three Little Words (WHB)
Three Lucky Notes, The (KDB)
Three Maids and a Mike (WMAL, WJSV)
Three Men and a Guitar (WFMD)
Three Men in a Tub (CBS)
Three Men on a Chorus (WGBI)
Three-Minute Men (WELL)
Three Modern Maids (CBS)
Three Musketeers (KGO-KPO)
Three Naturals (CBS)
Three Notes (WOW)
Three o'Clock Mirthquake (KMOX)
Three of a Kind (KGO-KPO)
Three of 'Em, The (WJAY)
Three of Us (WHBQ, WHAM, CKLW)
Three on a Song (WHB)
Three Pictures of Health (WJAX)
Three-Quarter Time (KYW)
Three Queens and a Jack (CBS)
Three R's, The (KGCX)
Three Rancheros (WENR)
Three Red Heads, The (CHRC)
Three Schoolmaids (WGY)
Three Score and Ten (KWK)
Three Shades of Blue (WGY, WCCO, WALA)
Three Sharps (WDEV)
Three Spades (WSAI)
Three Spirits of Rhythm, The (WBTM)
Three Spots, The (WKZO)
Three Star Revue (WLTH)
Three Stars, The (CBS)
Three T's (WHLB)
Three Texans, The (WXYZ)
Three V's (WHJB)
Three Violins in Harmony (CKCT)
Three Wise Doctors (WABC)
Trial of Dolores Devine (NBC)
Trial of Vivian Ware, The (NBC)
Thrift Guild (WPG)
Thrill Hunter (MacG)
Thrills and Spills (KTUL)
Thrills of Sport, The (KMBC)
Thrills of Tomorrow (NBC)
Thrillers (NBC)
Thrilling Detective Dramas (WMCA)
Thrivo-dogs (NBC)
Throbs of the Music Clef (NBC)
Through Lighted Windows (NBC)
Through the Eyes of Youth (NBC)
Through the Hollywood Lens (MacG)
Through the Looking Glass with Frances Ingram (NBC)
Through the Stage Door (WMCA)
Through the Symphony Orchestra (KMBC)
Through the Years (WCAE)
Through Travelers' Eyes (WHA)
Thru the Opera Glass (NBC)
Thru Stained Glass Windows (WHK)
Thru the Hollywood Lens (KGEZ)
Thru the Hollywood Looking Glass (WBS)
Thumbnail Theatre, The (WMT)
Thursday and Saturday Night Club (KFRU)
Tick Talk (KXBY)
Tick Tock Revue (KMOX)
Tick Tock Topics (KROC)
Tick Tocks (WGAR)
Tickling the Keys (KGO-KPO)
Tidbitt (KGO-KPO)
Tie the Titles (KGVO)
Tiffin (CBS)
Tillicum Club (CKCD)
Tilton's Tappers (WJAY)
Tim and Irene (KGO-KPO)
Tim Ryan's Night Club (KGO-KPO)
Tim Sinn Sings (WFMD)
Time and Tunes (KMBC)
Time 'n Tunes (CFRN, KFAB)
Time Clock (KOL)
Time Table Meals (CBS)
Time to Relax (KGO-KPO, WBS)
Times Previews (WDAE)
Timely Tips (KFIO)
Timely Topics (WCBM)
Timely Tunes (KGO-KPO, KOVC)
Timekeeper, The (WSYR)
Timothy Makepeace (NBC)
Tin Pan Alley (WFDF, KMOX)
Tin Pan Alley Birthday Party (WMCA)
Tin Type Tenor (NBC)
Tiny Town Revue (WICC)
Tiny Trouper Review (WHAM)
Tiny Tunes (KFPY)
Tintypes and Snapshots (KMBC)
Tip for You, A (WMCA)
Tip Top School House (WBZ-A)
Tip Top Toppers (WJW)
Tips and Tinkles (KMBC)
Titans of Science (WGN)
T. N. T. (Tunes-Novel-Tempting) (KYOS)
To Arms for Peace (CBS)
To Live 24 Hours (WMCA)
To Our Mothers (WMCA)
To the Best of Their Ability (KGO-KPO)
To the Lady Listeners (WCBS)
To the Ladies (KGB, KMED)
Too Young to Vote (KOA)
Toast and Marmalade (CFAC)
Toast of the Town (KOIN)
Toasted Rolls (WGH)
Toastmaster, The (WJJD)
Toastmasters Club (WCBS)
Today (KTAT)
Today and Yesterday (KGNC)
Today at the Legislature (CRS)
Today in Sports (WROK)
Today on the Calendar (KDLR)
Today with Aesop (NBC)
Today's Almanac (WHBQ, WBS, WJAY)
Today's Baseball (WMCA)
Today's Children (NBC)
Today's Front Page (KXBY)
Today's Game (KONO)
Today's Highlights (WCHS)
Today's Home (KPDN)
Today's News (WGRC)
Today's News—Tomorrow's History (KIRO)

Today's Pioneer Women (CBS)
Today's Sermons (WHB)
Today's Short Story (KRE)
Today's Sports (KSD)
Today's Styles (WIL)
Today's Thought (WBBM)
Today's Tunes (WCLO)
Today's Winners (WIL)
Toddle Tales (CKY)
Toddy Party (NBC)
Toe Tickling Tempo (WELL)
Told by Toley (KGW-KEX)
Tom and Dan Dialogues (KFUO)
Tom and Don (WHAM)
Tom and Dud (KGO-KPO)
Tom Collins Mirth Parade (WHB)
Tom, Dick and Harry (WGN)
Tom Mix and His Ralston Straight Shooters (NBC)
Tom Powers Program (NBC)
Tom Quiz and the Professor (WHO)
Tom Slater, Flash Reporter (WSAI)
Tommy and Betty
Tommy Maxwell (WHB)
Tommy McLaughlin and Orchestra (NBC)
Tombs (WPHR)
Tomorrow's Baby (CBS)
Tomorrow's Headliners (WMCA)
Tomorrow's Headlines (WABI, WNBH)
Tomorrow's News Tonight (CBS)
Tomorrow's Newspaper (KGB)
Tomorrow's Stars (WHN)
Tone Photographs (WKY)
Tone Pictures (WBZ-A)
Tone Poems (WQAM)
Tone Portraits (KGO-KPO)
Tones in Black and White (WGPC)
Tonic Tunes (WGPC, WBS, WLW)
Tonight in Tulsa (KTUL)
Tony and Babe (KOIL)
Tony and Gus (NBC)
Tony Audio (WQAM)
Tony Audio and His Musical Family (WQAM)
Tony, Bill and Johnnie (KFYR)
Tony McBride's Musical Wonders (CFLC)
Tony, The Piano Girl (WBTM)
Tony Wons (NBC)
Tony Wons' Scrapbook (WLS)
Top of the Morning (WTAM, WGY, KRKD, WEEI, WAAF, WFBL)
Top Hat Revues (WIP)
Top Hatters (WMAQ)
Top Hatters, The KYW (KYW)
Top Kick, The (WRVA)
Top of the Ladder (WMCA)
Top o' the Mornin' (WBBC)
Top o' the Morning (WLW)
Top o' the Morning Club (WABI, WQAM)
Top o' the World Night Club (KHJ)
Top Tunes (KRE, KLO)
Top Tunes of the Day (MacG)
Top Tunes of Today (KTEM)
Top Tunes Parade (WSIX)
Topaz Trio (CBS)
Topic Tunes (KFXJ)
Topics in Brief (NBC)
Topics of the Day (WLBZ)
Topline Tune (WGAR)
Torchlight Brigade (CBS)
Toreadors (KGO-KPO, WJBC)
Torrid Tunes (WIND)
Totten on Sports (WENR)
Touchdown (KGO-KPO)
Tourbillon, Le (CKCV)
Tours in Music (WLTH)
Tours in Tone (CBS)
Touring Downtown Tulsa (KTUL)
Touring Tips (WMCA)
Tournament of Torrid Tunes (WJBC)
Tower Clock Program (WHAM)
Tower Health Exercises (NBC)
Tower Town Tempos (WBBM)
Tower Watchman, The (WTIC)
Town Crier (WCHS, KBIX, WMBD, WSIX, KOL, WKZO)
Town Forum (WHJB)
Town Hall Tonight (NBC)
Town Market Melodies (WDGY)
Town Meeting of the Air, America's (NBC)
Town Talk (KTUL, WXYZ, WBRC, KTAT)
Town Talk Children's Hour (WJAS)
Town Talk Varieties (WTAG)
Town Talker (KFH)
Town Tattler (KFH)
Town Topics (KOIN, KERN, WGPC, KTUL, WFOY, WDBO, WKZO)
Townne Talks (CBS)
Townsend Plan Talks (KHJ)
Toy Band (WLW)
Toyland Express (KOIN)
Trade at Sikeston (KFVS)
Trade Winds (WDAE)
Trading Post, The (WJW KTAT, KGFF, WCBS, WMBD, KMBC)
Tradeway Program (KABR)
Traffic Court (KTRH, WTAR)
Traffic Lights (WJW)
Traffic Squad (KOIL)
Tragedy of Man (WQXR)
Tragic Chapters of Jewish History (WRAX-WPEN)
Trails of Yankee Trade (KHJ)
Trailin' Along (KLO)
Trailing the Stars (WFBR)
Trailfinder, The (NBC)
Train Time (WNBR)
Train's Baby Chick Express (KCKN)
Trainload of Ideas (WMBH)
Tramp of Youth (NBC)
Tramp, Tramp, Tramp (CBS)
Travel Club of the Air (WGAR)
Travel Man (WHB)
Travel Studies (KHSL)
Travel Talks (NBC)
Travel With Us (CJIC)
Travels of Mary Ward (WBS)
Travel's Radio Review (WMBO)
Travelers, The (KFUO)
Travelers Hour, The (WTIC)
Travelog, The KHSL (KHSL)
Travelogue (KMOX, KFUO)
Travelogues (NBC)
Travelyrics (WELI)
Treadin' the Town (WBNX)
Treasure Adventures of Jack Masters (CBS)
Treasure Box (WCOP)
Treasure Chest (WDBO, WKZO)
Treasure Chest of Dance Memories (WELI)
Treasure Chest of Memories (WATR)
Treasure Chest, The (WBAA, KONO, WKRC)
Treasure House (WDRC)
Treasure Island (KGO-KPO)
Treasure Trails (NBC)
Treasured Memories (KLZ)
Three Surgical Hour (NBC)
Tree Talks (NBC)
Tri-City Employment Barometer (WHBF)
Tri-State Farmers' Forum (WMC)
Tri-State Salute (WWVA)
Tri-Varieties (KTUL)

Trial by Music (WJAY)
Trial of Vivian Ware (KOIL)
Triangle of a Successful Home, The (NBC)
Tribe of Yessir (WOW)
Trio Celeste (KYA)
Trio, The WBZ (WBZ-A)
Triottes (KDKA)
Triple Trios (WCCO)
Trips to Wonderland (WCAE)
Troopers, The (CBS)
Tropical Strings (WJNO)
Trotter and Fitzgerald (WBIG)
Troubadour, The (WJAY, KOIL, WAAW)
Troubadour of the Moon (NBC)
Troubadours, The (KTUL, WBZ-A)
Trouble Ahead (WSAI)
Trout Flashes (WFDF)
True Adventures (CBS)
True Air Adventures (KGB)
True Confessions (WMCA)
True Detective Mysteries (KMOX, WLW)
True Dog Stories (KMBC)
True Engineering Stories (NBC)
True Fish Tales (WFLA)
True Life Dramas (WBF)
True Life Stories (WDAF)
True Marriage Proposals (WMCA)
True Stories of New York State Police (WHAM)
True Story Court (NBC)
True Story Hour (NBC)
True Success Stories MWR)
True Tales of Buried Treasure (KHJ)
Truth Barlow (WBS)
Truth Hour (KFUO)
Truth in Advertising (NBC)
Truth is Stranger Than Fiction (WDBO)
Truthful Deacon Brown KGO-KPO)
Try and Stump Us (WKZI)
Try Our Hour (WCAU)
Try to Stump Me (KMOX)
Tulsa's Future Men (KTUL)
Tune a Day (WDZ)
Tune-A-Minute (WSIX)
Tune Detective (NBC)
Tune Furnishers (WTMJ)
Tune Smiths, The (KTUL, WTMJ)
Tune Time (WSAU)
Tune Tinkers (WIL)
Tune Toppers, The (WKRC)
Tune Triplets (WJAY)
Tune Twisters (NBC)
Tune Types (KGO-KPO)
Tune Up Test (WBRY)
Tunes and Topics (KAST)
Tunes for Two (WNAC)
Tunes from Bohemia (WJAY)
Tunes from Tango Land (KRE)
Tunes of the Day (WTJS-KONO)
Tunes of the Times (KGO-KPO)
Tunes of Today (WCLO)
Tunes of Yesteryear (KLO, KVOL)
Tuneful Huntsman, The (KGNC)
Tuneful Tailors (WAAT)
Tuneful Times (NBC)
Tuneful Tips (KFVS)
Tuneful Topics (KYA)
Tuneful Topics of the Town (CBS)
Tunesters, The (WFAA)
Tunetypes of Memory (KYOS)
Turf Topics (WRR)
Turkey Time (WPHR)
Turkey Trot Bill (KGCU)
Turn Back the Clock (NBC)
Turning on the Heat (WTMJ)
Turning Over New Leaves (WIND)
Turning the Leaves (KOMA)
TVA Express (WMSD)
'Tween Age Matinee (WFMD)
Twelve Crowded Months (CBS)
Twelve o'Clock Trio (NBC)
12:15, The (WJAY)
Twenty Fingers (KVI, WJEJ)
Twenty Fingers of Harmony (WAAT)
20 Fingers of Melody (WISN)
Twenty Fingers of Rhythm (KTUL)
Twenty Fingers of Sweetness (KDKA)
Twenty-Five Years Ago (TPC)
25 Years Ago This Week (WQXR, WKY)
Twenty-Five Years Ago Today (TPC, KSD)
Twenty Flying Fingers (WCCO)
20 Radio Brain Dusters (KOY)
Twenty Years After (KGO-KPO)
20,000 Years in Sing Sing (NBC)
Twilight Circle Within My Garden Wall (NBC)
Twilight Echoes (KFPY)
Twilight Ensemble (CFCF)
Twilight Hour (KRE, WHB)
Twilight Lyrics (KLPM)
Twilight Meditation (WALR, WJAY)
Twilight Melodies (WQAM, KDKA)
Twilight Memories KMBC)
Twilight Moods (KFXJ)
Twilight Musicale (WBBM)
Twilight Organ Melodies (WJAX)
Twilight Reverie (WWVA)
Twilight Reveries (KLO, KFI, WBZ-A, WGES, WHAM, WOW, WCMI, WEED, WJBC)
Twilight Round Table (CBS)
Twilight Serenade (KSD, KFPY)
Twilight Shadows (KORE)
Twilight Songs (WFMD)
Twilight Sweetheart (KFJB)
Twilight Symphonette (KTUL)
Twilight Trio (KTUL, WDAE)
Twilight Troubadours (CBS)
Twilite Favorites (WFLA)
Twilite Melodies (DOAI)
Twilite Reveries (KOL)
Twin Hours of Melody (KFOR)
Twin Pianos (WOW)
Twin Powers—At Your Service (WHAS)
Twin Stars (NBC)
Twin Winners (WBBM)
Twisting the Dial (WHB)
Two and a Co-Ed (KYA)
Two Boys and a Piano (WHB)
Two Girls and a Boy (WBZ-A)
Two Guitars (WKY)
Two Jacks and a Queen (WCMI)
Two Jews from Missouri (WLTH)
Two o'Clock Tunes (WHB)
Two o'Clock Variety Show (WMCA)
Two of a Kind (WJJD)
Two Piano Team (CFCF)
Two Seats in the Balcony (NBC)
Two Seats on the Aisle (WIP)
Two Smart Girls (KOL)
Two-Thirty Tunes (WFBM)
Two (Three) Consoles (CBS)
Two Troupers (NBC)
Two Way Harmonies (WSBT-WFAM)
2:55 Express (KALE)
Tydol Family Club (WGY)
Tydol-Veedol Sports Review (WEBC)
Typewriter Reflections (KSAC)
Tyroleans (WWL)

U

U Tell Me and Children's Birthday Club (KGFW)
Ugly Duckling Amateur Hour (WMCA)
Ugly Duckling Club, The (WBIG)
Ukelele Sue (WAAT)
Ukrainian Program (WMBC)
Unaccustomed As I Am (WABI)
Unauthorized Versions of American History (WMBD)
Unbelievable, The (WBS)
Unbroken Melodies (KABR)
Uncle Ben Tells a Story (KFRU)
Uncle Ben's Funny Paper Hour (WKY)
Uncle Bill and Snowball (WCAO)
Uncle Bill and the Twins (WBZ-A)
Uncle Bill of Sweet Meadows (WBZ-A)
Uncle Bill Reads the Funnies (IBS)
Uncle Bill's Gramaphone (WHBF)
Uncle Billy's Collie Club (CKCD)
Uncle Billy's Safety Campaign (CKCD)
Uncle Bob and Plain Jim (WTBO)
Uncle Bob and Scrappy (WDAF)
Uncle Bob and the Funnypapers (KPDN)
Uncle Bob Funnypaper Hour (KVOR)
Uncle Bud's Bargain Boys (KTEM)
Uncle Charlie and Little Ann (KFEQ)
Uncle Charlie's Pet Club (KYA)
Uncle David and Abe (NBC)
Uncle Don Reads the Funnies (WCHS)
Uncle Ed and Little Willie (WRR)
Uncle Eddy and Uncle Lee (WBRC)
Uncle Elmer's Children's Hour (WJAS)
Uncle Eph and His Philosophy (SVA)
Uncle Esso (WAIM)
Uncle Ezra (NBC)
Uncle Ezra's Ramblings (KMBC)
Uncle Gene's Funnies (KRBC)
Uncle Harry Matinee (KYA)
Uncle Harry Reads the Funnies (WATR)
Uncle Henry's Harvesters (WMBC)
Uncle Henry's Treasure Club (KTAT)
Uncle Howdy's Kiddies Jamboree (WJIM)
Uncle Jack Reads the Funnies (WPHR)
Uncle Jerry (MacG)
Uncle Jerry and Peter Rabbit (KDFN, KGVO)
Uncle Jerry's Big Time Club (KSD)
Uncle Jim and Highpockets (WOAI)
Uncle Joe and His Sunshine Quartet (KFVD)
Uncle John and Billy (WCAE)
Uncle John's Prophetic News Flashes (WCBD)
Uncle Lee's Home Folks (WRR)
Uncle Leo (WKY)
Uncle Mack (WQAM)
Uncle Mose (KGHI)
Uncle Nate's Kiddies Revue (WALR)
Uncle Ned (NBC)
Uncle Nick's Children's Parade (WMCA)
Uncle Olie and His Gang (CBS)
Uncle Pete's Kiddy Revue (WCOL)
Uncle Peters and the Peterskin Club (CKY)
Uncle Phil (WHB)
Uncle Quin's Scalawags (WGN)
Uncle Red's ABC Club (WEAN)
Uncle Sam at Work (WSB)
Uncle Tom and the Funnies (KSL)
Uncle Tom's Play House (WOW)
Uncle Walt and His Popeye Club (WJTN)
Uncle Weisenheimer (KFIZ)
Uncle WIP (WIP)
Uncle Wip's Round Table (WIP)
Uncle Wonderland (KFOX)
Under an Argentine Moon (KOY)
Under Castillian Skies (KYOS)
Under Italian Skies (WOL)
Under the Capitol Dome (KFOR-UP)
Under the Circus Bigtop (WJAY)
Under the Jolly Roger (NBC)
Under the Marquee (WCBS)
Undercurrents of the News (WEVD)
Understanding Music (CBS)
Understanding Opera (CBS)
Uneeda Car Boys (KPDN)
Unemployment Forum (KTRH)
Union Assembly The (WEVD)
Union Family Gathering (WMBC)
Union Station (KWK)
United Choral Singers (CBS)
United Salon Orchestra (CBS)
Universal Milling Review (WEBC)
Universal Rhythm (NBC)
University Bible Class (WRUF)
University Club Party (WCOL)
University Clubmen (WRUF)
University Explorer (KGO-KPO-KHJ)
University of the Air (KUOA)
University of the Air, The WEVD (WEVD)
Unmasking the Rackets (KHJ)
Unorganized Cheerful Givers, The (WSB)
Unsolved Mysteries (KWTN)
Unsung Heroes (KTUL)
Untold Jewish Legends (WPAX-WPEN)
Untold Tales of Our National Parks (WSB)
Unusual Jury Trials (WHIO)
Unusual Lawsuits (WCPO)
Unusual People (WMCA)
Upright and Grand (WSJS)
Upstarts, The (WKRC)
Upstaters (WGY)
Uptown-Downtown (WMCA)
Used Car Race (WHB)

V

Vac Caps, The (WBZ-A)
Vacation Days (KRE)
Vacation Guide, The (NCBS)
Vacation Roads (CBS)
Vacation Vagaries (WHK)
Vacationeers (NBC)
Vacationists, The (CBS)
Vagabond of Song (KMBC)
Vagabond Pianist, The (WDRC)
Vagabond Quartet (KGO-KPO)
Vagabond Singers (WHB)
Vagabond Verse (KFBL)
Vagabonds (WGY)
Vagabonds of the Prairies (TPC)
Valley Hour (WBOW)
Valleyford Hillbillies (KFIO)
Vallis Trio (WOAI)
Valspar Saturday Night Club (NBC)
Value Varieties, The (KYOS)
Van Teeters, The (RRI)
Vanished Voices (CBS)
Vanishing New Yorkers (WMCA)
Vanities of the Air (WHB)
Vapex Musical Doctors (NBC)
Variety Brevities (KIUP)
Variety Features (KSD)
Variety Hour (KFUO, WSPA, KFNF)
Variety Hour, The WFLA (WFLA)
Variety Matinee (KOIN)
Variety Musical Parade (WRUF)
Variety Night (KTUL)
Variety Revue (WHB)
Variety Show (WHB)
Variety Show (WOW)
Variety Show, WHBB's (WHBB)
Variety Show of the Air (KRNR)
Variety Times (WRUF, WLW)
Variety Workshop (CBS)
Varieties (KFIZ, WCAO)
Varieties, The WBIG (WBIG)
Varieties Revue (KSLM)
Varneys, The (WCAO)
Varsity Hour (WRUF)
Varsity Varieties (CRS)
Vass Family (WMAQ)
Vassar Chocolates Girl (KOA)
Vaudeville of the Air (WRJN)
Vaudeville Theatre, The (WAAF)
Vaughn de Leath (NBC)
Velvet Violins (KLZ)
Velvet Voices (NBC)
Velveteers (WTAM)
Velvo Melodies (WBZ-A)
Vender o' Poems (KOY)
Venetian Vagabond (KMPC)
Venetians (WTAM)
Venida Program, The (NBC)
Vermont Lumber Jacks (NBC)
Vermont Symphony Orchestra (WSYB)
Versatillians (KFAB)
Vesper Hour (KRE, WCBS)
Vesper Meditation (WKZO)
Vesper Psalmist, The (KFVD)
Vesper Service for Dutch Listeners (WAWZ)
Vesper Service from Hollywood (CBS)
Vesper Services (WCHV)
Vesper Singers, The (WCMI)
Vespers (KHSL)
Vespertide (KOL)
Vest Pocket Varieties (KGO-KPO)
Vestradramas (WCAM)
Vic and Sade (NBC)
Victor Herbert Opera Series (NBC)
Victorian Ensemble (WTMJ)
Viennese Melody (KOL)
Viennese Echoes (KGO-KPO)
Viennese Ensemble (WENR, WTAM)
Views and Interviews (CBS)
Views of the News (WMCA)
Views on News (KMOX)
Vigilantes Ride Again, The (KGIR)
Vignettes of Romance (WQAM)
Village Boys, The (CHRC)
Village Choir (KMBC)
Village Green, On the (CBS)
Village Nutsmith, The (WBZ-A)
Village Strollers (WSAY)
Village Vignettes (WFIL)
Villeros Allegros (KRQA)
Vince "Blue" Mondi—One-Man Band (WINS)
Viocellano (KTUL)
Violin Virtuoso, The (WPHR)
Virginia Dare Hour Party (WHO)
Virginia in the Arts (WRVA)
Virginia Lee and Sunshine (NBC)
Virginia Players (WCHV)
Virginia Vagabonds, The (WPHR)
Virginians, The (WSAI, WLW)
Visibility Unlimited (MWR)
Visit to Aunt Kate's Cottage, A (WFOY)
Visit to Poland (WFBL)
Visiting Mickrophone, The (CKY)
Visiting with Captain Dobbs (KGO-KPO)
Visiting with the Famous (WMAL)
Visitor Looks at America (CBS)
Vital Vegetables (CBS)
Viva Juvenile Parade (WCOP)
Vocal Art Trio (CBS)
Vocal Gems (WTAG, KHSL)
Vocal Symphonies (WHB)
Vocal Varieties (WMBO, KWTO, WHB, WLW)
Vocal Visions of Yesterday (KYOS)
Vocally Speaking (CFAC)
Vocational Agriculture (KGO-KPO)
Vocational Guidance (KMBC)
Vocational Guidance Series (WOI)
Vocational Opportunities (NBC)
Vocational Problems (KFDY)
Vogues and Vagaries (WGH)
Voice in the Old Village Choir, The (WABI)
Voice in the Wilderness (WPHR)
Voice of Carelessness (WWJ)
Voice of Columbia (CBS)
Voice of Experience (NBC)
Voice of Firestone (NBC)
Voice of Gold (KFOR)
Voice of Government (KRKD)

Voice of Hollywood, The (KNX)
Voice of India, The (KTUL)
Voice of Iowa, The (WMT)
Voice of Jerusalem (WMCA)
Voice of Jewish Knowledge, The (WRAX-WPEN)
Voice of Kansas City (WHB)
Voice of Methodism (WTCN)
Voice of Montecatini (WOV)
Voice of Opportunity (KFVD)
Voice of Pan (KGO-KPO)
Voice of Romance (WAIM, JVG)
Voice of St. Louis (CBS)
Voice of Santa Anita (KFWB)
Voice of Scriptures (WOL)
Voice of the Apothecary, The (WNAC)
Voice of the C.C.C., The (WPHR)
Voice of the Community, The (WNAC)
Voice of the Consumer, The (WDRC)
Voice of the Crusader (CBS)
Voice of the Future (WFMD)
Voice of the Kitchen, The (KFEQ)
Voice of the Legion (WSYR)
Voice of the News (KLZ)
Voice of the Organ (WBZ-A)
Voice of the People (WRR, KWTN)
Voice of the Soul, The (WRAX-WPEN)
Voice of the Southland (WRR)
Voice of the Stars, The (WJBC)
Voice of the Street (WJAG)
Voice of 1,000 Shades (CBS)
Voice of the Trumpet (WHEB)
Voice of Today (WEAU)
Voice of Wisconsin (WHA)
Voice of Your Advisor (WFAS)
Voice of Youth (WCBA-WSAN)
Voices (NBC)
Voices from Other Lands (WNEW)
Voices of Hot Springs (KTHS)
Voices Out of the Sky (WHN)
Volunteer Organist (WMCA)
Voters' Service (NBC)
Vox Etheria (WSB)
Vox Pop (KTRH)
Vox Pop Junior (WGAR)

W

WBNY's Kiddies' Karnival (WBNY)
WCLO Rhythm Review (WCLO)
WDAE's Church of the Air (WDAE)
WELI Does the Town (WELI)
WFDF Blues Chasers (WFDF)
WFDF Musical Clock (WFDF)
WHAM and Egg Club (WHAM)
WHAM Billies (WHAM)
WHAM Light Opera Company (WHAM)
WHB Better Housing Programs (WHB)
WHB Musical Clock (WHB)
WHB Sunrise Show (WHB)
WIP Homemakers' Club (WIP)
WLW Mail Bag (WLW)
WMFG Stock Company (WJFG)
WSAI Openers (WSAI)
WSAI Revue (WSAI)
WSB on Wheels (WSB)
Wadsworth Program (NBC)
Wake Up and Listen (WDOD)
Wake Up and Shine (WTBO)
Wake Up and Sing Club (WMCA)
Wake Up and Smile (WCAU)
Wake-Uppers, The (KMOX)
Waker Uppers (KFJZ, KPDN)
Walberg Brown String Quartet (NBC)
Walker Family, The (IBS)
Walker Gordon Mother's Program (NBC)
Walker-Over Cavaliers (WDAF)
Wallace Silversmiths (NBC)
Walter B. Pitkin Interview (WINS)
Walter Dawley's Organ Melodies (WTIC)
Walter Logan's Musicale (WTAM)
Walther League Forum (KFUO)
Walther League Messenger Pre-view (KFUO)
Walther League News Review (KFUO)
Waltz Dreams (CBS)
Waltz in Springtime (KDYL)
Waltz Is On (WGY)
Waltz Time (KGO-KPO, WDGY, KABC, WPHR, KHSL, WFIL, WMFD, WISN, WHB, KFXJ, WEAN)
Waltzes from the Past (KRE)
Waltzes from Vienna (WRUF)
Waltzes of the World (CBS)
Wanderer, The (KIRO, WOW, KOIN, KFWB, WGBI)

Wanderers, The (WBZ-A)
Wandering Around Little Old Broadway (NBC)
Wandering Bard, The (NBC)
Wandering Boy (CBS)
Wandering Cowboy (KVI)
Wandering Minstrel (WCCO, WWVA, KGO-KPO)
Wandering Troubador (KPDN)
Wandering Vagabond, The (WELL)
Wandering Vagabonds, The (WXYZ)
Wanted, a Job (KDYL)
War Games Series (NBC)
War Propaganda Exposed (IBS)
Ward's Native Hawaiians (WTJS)
Ward's Popular Serenaders (WTJS)
Washboard Band (KMPC)
Washington Letter (WJAG)
Washington Speaks (Man on Street((WOL)
Washington Woman's Radio Hour (KOL)
Waste of Time, The (WBRY)
Wastebasket, The (WJAS)
Watch the Fun Go By (CBS)
Watching the Clock (WHBB)
Waterfront Wayside (WLW)
Watson Sewing Circle (WMBH)
Wattle, the Magnificent (WHN)
Waves of Melody (NBC)
Waves of Romance (NBC)
Way Back When (KGO-KPO)
Way Down East (WBS)
Way of Things (WHN)
Way to a Man's Heart, The (NBC)
Wayside Cottage (CBS)
Wayside Inn (NBC)
Wayside Theatre, The (WWSW)
We Americans (CBS)
We Are Four (WGN)
We Can Prove It (KMOX)
We Like Mountain Music (WDOD)
We Live Again (WLW)
We Live to Learn (KTUL)
We Play 'Em, You Guess 'Em (WMBC)
We Salute You (KFVS)
We, the People (NBC)
We've a Date for— (CFRN)
Wealth of Harmony (CJOC)
Weather Prophet (KSL)
Weatherman (WHB)
Weaver of Dreams (KFAC, KMPC, WTMJ)
Webster Program, Weber and Fields (NBC)
Wedding Bells (WHB)
Wedding Bells and Blessed Events (WSYR)
Wednesday Matinee (CBS)
Wednesday Midnighter (WSM)
Week in Review (WKY)
Week in Reviews (KPDN)
Week's News in Review, The (WBT)
Weekend Dancing Party (KGB)
Weekend News Reviews (UP)
Weekend News Review with Gabriel Heatter (NBC)
Weekend Potpourri (WBBM)
Weekend Revue (WBTM, WENR)
Weekend Special (CBS)
Weekenders (CBS)
Weekly 4-H Club Review (KFDY)
Weekly Reviewing Stand (WBRY)
Weibels Health Club (KCRC)
Welcome Sunday (WKRC)
Welcome to Tulsa (KTUL)
Welfare Reporter (WINS)
Well Babies and Children (CBS)
Well Dressed Woman (KGO-KPO)
Well Groomed Men (NBC)
Wells of Music (KOA)
Wendall Hall, the Red-Headed Music Maker (NBC)
Wenda Ware (WPHR)
Werewolf (WMCA)
Wesley Pruden's Little Country Church (KGHI)
West String Ensemble (KOIL)
West Virginia Mountain Boy (WHJB)
Western Agriculture (KGO-KPO)
Western Artist Series (KGO-KPO)
Western Farm and Home Hour (KGO-KPO)
Western Music (HSL)
Westerner, The (KUOA)
Westchester Remembers When (WFAS)
Westinghouse Salute (NBC)
Westward Ho (KLO)
What Are You Reading? (WELI)
What Congress Did Today (CBS)
What Do You Think (WOAI, WGAR, WABI, KFEQ)
What Do You Want to Know (NBC)
What Every Woman Wants to Know (WSB)
What I Am Trying to Do (CBS)
What I Would Do with the World (NBC)
What Lane County Thinks (KORE)
What? No Santa Claus (WICC)
What Price Government (WWSW)
What Radio Needs (WNEW)
What the Books Say (WDAF)
What the Sponsor Thinks (KFSO)
What the Stars Are Wearing This Week (WMCA)
What They Would Say (KFUO)
What Would You Do (MacG, WCAU)
What Would You Say (WRC)
What's in a Name (MWR)
What's in the H(air) (WGRC)
What's in the Paper (KTUL)
What's in Your Name (CBS)
What's New (KGO-KPO, WJAY, KVI)
What New in Milwaukee (WTMJ)
What's New in Radio (NBC)
What's New in Science (WPHR)
What's New in the World (KSAC)
What's New in the World News (KELD)
What's on Your Mind (WJSV)
What's the Answer (WMMN, WGAR)
What's the Bid Idea (WLW)
What's Your Hobby (KDYL)
What's Your Opinion (CJCS)
Wheatenaville (NBC)
Wheaties Sport Review (KFXR)
Wheatsworth Program (NBC)
Wheeler Family (CHAB)
Wheels of Justice (WBNX)
When Day Is Done (KMOX, WGY, WHB)
When Horses Meet (CBS)
When Justice Dreams (WHN)

When Song Is Sweet (CFCF)
When There's a Moon (WHN)
When Twilight Comes (WJR)
Whence Came the Red Man (KMBC)
Where My Caravan Has Rested (WWSW)
Where Old Friends Meet (KGO-KPO)
Where Strangers Meet (KFEQ)
Where to Go (KLZ)
Where to Go to Church (WWVA)
Where to Go Tonight (KSD)
Whiddon's Choristers (WJAX)
While the City Sleeps (NBC)
While the Horses Rest (WROK)
While the Kettle Boils (WAAT)
Whims (KGO-KPO)
Whirl Around Town, The (WCAU)
Whirligig (NBC)
Whirly Giggs, The (KYA)
Whispering Jack Smith (NBC)
Whispering Pianist, The (WOAI)
Whispering Reeds (KFUO)
Whispering Strings (WDRC, MacG)
Whistler and His Dog (WDOD)
Whistling Joe (WCHV)
Whistling Salesman, The (KGNC)
White Eagle (KLO)
White Eagle Braves (WDAF)
White Fires (KNH)
White Heat (KXBY)
White Rolls Music Box (WRVA)
White Spot Wranglers (KORE)
Whiteman's Pontiac Chieftains (NBC)
Whiteman's Proteges (WHB)
Whither Britain (CBS)
Whitie and Rye (WJAS)
Whitney Ensemble (NBC)
Who Am I (KGO-KPO, KFJZ)
Who and What in Radio (CJIC)
Who's Behind the Name (NBC)
Who's Behind the Name, by Edwin Alger (NBC)
Who's News Today (WGAR)
Who's There (WKZO)
Who's Who in Kansas City (KMBC)
Who's Who in Queens (WWRL)
Who's Who in Radio (WRR)
Who's Who in Sports (WCKY)
Who's Who in the News (CBS)
Who's Zoo in Africa (NBC)
Whoa Bill Club (KFAC)
Whoa Pincus (KMOX)
Whoopers (WEBC)
Whoops Sisters, The (CBS)
WHOot Owls (WHO)
Widow's Sons, The (NBC)
Wife Savor—Alan Prescott (NBC)
Wilbert Products Co., Inc. (NBC)
Wilbur Coon Players (NBC)
Wild Life Series (NBC)
Wilderness Road (WGRC)
Wilderness Stone (NBC)
Will Rushing, Builder of Harmony (WBRC)
Williams Oil-O-Matics (NBC)
Willowdale Quartet (WKY)
Wimbrow Presents (WXYZ)
Window Shopper (WMBD, KFIO)
Window Shoppers, The (KBIX, KMOX)
Window Shopping (WCCO)
Wind Up Your Gramaphone (CHAB)
Wings of the Dragoon (RRI)
Wings Over America (KGB)
Winnie-the-Pooh (NBC)
Winning the West (KGO-KPO)
Winter Serenade (WSGN)
Winter Wonderland (WINS)
Winthrop College Program (WBT)
Wisconsin College of the Air (WHA)
Wisconsin Legislative Series (WHA)
Wisconsin Political Forum (WHA)
Wisconsin School of the Air (WHA)
Wisconsin Taxpayers' Alliance (KFIZ)
Wisconsin Territorial Days (WHA)
Wisdom of the Ages (NBC)
Wise Crackers (WBS)
Wise Man, The (NBC)
Wishing Well, The (WRVA)
Witch Woman, Kykunkor (NBC)
Witch's Tales (KHJ)
Witching Hour (KGO-KPO, WKRC, KXBY, WBS, WIBM)
With a Senator's Wife in Washington (NBC)
With Canada's Mounted (NBC)
With Other People's Money (WBBM)
With Our Public (WWSW)
With the Classics (WBBM)
With the Masters (WHLB, WHP)
With the Muses (WBAX)
With the Shut-ins (WBZ-A)
With Them It's Different (KIRO)
With Your County Agent (KDLR)
Without a Name (WDRC)
Wizard of Oz (NBC)
Wolf Point Herald of the Air (KGCX)
Woman Looks at the News, A (KYW)
Woman Reporter, The (KYW)
Woman's Calendar (WCCO)
Woman's Club (WJAG)
Woman's Forum (WBRB)
Woman's Home Companion Shopper (WEEI)
Woman's Hour (KFUO, KGDE, CHSJ)
Woman's Magazine of the Air (NBC)
Woman's Page, The (KVI)
Woman's Page of the Air (WDAS, KGLO)
Woman's Place (CBS)
Woman's Quarter Hour (WCHV)
Woman's Radio Review (NBC)
Woman's Radio Roundtable (KTAT)
Woman's Side of the News, A (WTMV, WJSV)
Woman's Viewpoint of the News (KTAT)
Woman's World (KPQ)
Women at Home Hour, The (CFCY)
Women in the Headlines (WBBM)
Women in the News (KDFN, KOIL, UP)
Women in Washington (WMCA)
Women Make News (WBT)
Women of Central Illinois (WMBD)
Women of the New Age (WFOY)
Women of the World (KHJ)
Women Only (KYA, WHAM)
Women to Women Hour (NBC)
Women's Aviation Hour (CBS)

Women's Club of the Air (WMBO, WCAE)
Women's Club Reporter (KLO)
Women's Federated Club Program (WOI)
Women's Hour (CKPR)
Women's Magazine of the Air (KGO-KPO)
Women's News Review (UP, WBY, WJAX)
Women's Page (CBS)
Women's Radio Bazaar, The WTIC (WTIC)
Women's Variety Revue (WKZO)
Wonder Children, The (WLTH)
Wonder Dog, The (NBC)
Wonder Waltz (KWTN)
Wonders of Nature (KFUO)
Wonders of the Earth (KGO-KPO)
Wonders of the Sky (KGO-KPO)
Wonderful Women of the World (KMPC)
Wonderland of Music (WELI)
Wonderloaf Rangers (KFYR)
Woodsman, The (KGO-KPO)
Word and Song (KFUO)
Word King, The (WOV)
Word Man, The (KSL, WFAS)
Word of Truth, The (WCBD)
Word to the Wives, A (IBS)
Words and Music (KFPY, WCAU, WTBO, WSBT-WFAM)
Words and Music for Women (KTUL)
Work of Great Composers (NBC)
Workers' Changing World, The (WHA)
Workshop (CBS)
World Adventures with Floyd Gibbons (NBC)
World Affairs (KHJ)
World Affairs Forum (WIP)
World at Large, The (WFLA)
World at Work and World at Play (CKCO)
World Bookman, The (KGEZ)
World Business Clinic (NBC)
World Dances (WBS)
World Entertains (WBS)
World Events in Review (WRR)
World Headlines (WGAR)
World in Music, The (NBC)
World in Review, The (WATR, WINS)
World International Program (WINS)
World Is Yours, The (NBC)
World News About Women (NBC)
World News Parade (KSOO)
World of Missions (WMCA)
World of Science (NBC)
World Radio Congregation (WOW)
World Through a Windshield, The (NBC)
World Today (WOV, WJAY, WHK)
World Varieties (WBS)
World-Wide Facts (KSLM)
World's Business (CBS)
World's Going On, The (NBC)
World's Greatest Artists (WOI)
World's Largest Chorus (KMBC)
Worry Clinic (CBS)
Would You Believe It (KYA)
Wozzeck (NBC)
Wrestling Interviews (KGHI)
Wrightville Clarion, The (WTIC)
Wyoming Ranch Life (NBC)
Wythe Williams' Foreign News Forum (WMCA)

X

Xmas Shopping Lady (WHB)

Y

Yacht Club, The (WBRC)
Yankee Minute Men (WNAC)
Yankee Philharmonic Chorus (WNAC)
Yankee Singers (WNAC)
Yankee Singing Strings (WNAC)
Ye Merry Minstrels of Olde (WWJ)
Ye Olde English Tea Shoppe (WBZ-A)
Ye Olde Music Room (WRVA)
Ye Olde Nitte Witte (WHBQ)
Ye Olde Time Music (WOAI)
Ye Old Song Shoppe (KIUL)
Ye Old Town Crier (WBNY)
Year Ago Today, A (KOY)
Yellow Cab Welcome (WNBR)
Yellow Jackets (WAAT)
Yesterday and Today (WHIO)
Yesterday Meets Today (KGB)
Yesterday's Favorites (KRE)
Yesterday's Front Page (WDAF)
Yesterday's Hit Tunes (KLO)
Yesterday's Music (KGO-KPO)
Yiddish Bais-Din Hasholom (WBBC)
YMCA Boys' Hobbies Talks (CBS)
YMCA Devotional Hour (WINS)
YMCA Open House (WHIO)
Yogi Yorgesson (RRI)
You and Your City (NBC)
You and Your County Government (KGIR)
You and Your Government (KGO-KPO)
You and Your Happiness (CBS)
You and Your Lawyer (WAAT)
You and Your Radio (WFBR)
You and Your State Government (KGIR)
You Be the Judge (NCBC)
You, I, and the Other Fellow (KROC)
You Name It (KLO, KGO-KPO)
You're in the Money (KTUL)
Your Bible and You (WMCA)
Your Boy's Future (KGO-KPO)
Your Branch Library (WJAY)

Your Brother's Safety Club (KOMA)
Your Child (NBC)
Your City and Mine (KSL)
Your City Government (WPHR)
Your Coffee Maker (WGY)
Your Confidential Counsellor (WMCA)
Your Diet (CBS)
Your Electric Servant (KRBC)
Your English (WFBR)
Your Eyes (NBC)
Your Favorite Songstress (KOB)
Your Favorites (WAML)
Your Foods and You (CBS)
Your Friend (WDNC)
Your Friend, the Philosopher (WCOP)
Your Friends, Two Pianos (CKCH)
Your Friendly Advisor (KFUO)
Your Friendly Counselor (KHJ)
Your Garden (CBS)
Your Garden and Mine (KYW)
Your Girl Friend at the Movies (WMCA)
Your Good Health (WINS)
Your Government at Your Service (KGO-KPO)
Your Guide (WGAR)
Your Handwriting Is You (WFAS)
Your Health (WHA)
Your Hollywood Reporter (KROC)
Your Home (WHBF, WBS)
Your Home and Mine (WEBC)
Your Hostess (CBS)
Your Hut (KDFN)
Your Hymns & Mine (CHNS, RRI)
Your Library (WATR)
Your Lover (WBS)
Your Market Basket (WWVA)
Your Matinee (WKRC)
Your Money Talks (WJJD)
Your Morning Air Mail (WFBR)
Your Name (WCOP)
Your Neighborhood Choir (KTAT)
Your Neighbors (WJAY)
Your Next Door Neighbor (KBIX)
Your Old New Yorker (WQXR)
Your Organization (WBBC)
Your Personal Shopper (KBIX, WQAM)
Your Poetry and Mine (WIP)
Your Problems and Mine (WAAT)
Your Program (KGO-KPO)
Your Public Schools (WCAO)
Your Radio (WSOC)
Your Radio Reporter (WHAM)
Your Request Program (WHDL)
Your Say-So (KWTO)
Your Social Secretary (WTMJ)
Your Star Reporter (WMFJ)
Your Timekeeper (WRC)
Your Town (WGAR)
Your True Adventures (CBS)
Your Unseen Friend (CBS)
Your Wisconsin (WHA)
Your Witness (KNX)
Yours Fraternally (WBBC)
Yours Truly, Mr. Dooley (WOW, WHB)
Young America (WCAU, WJW)
Young America Sings (WQXR)
Young Artists' Club (WHK)
Young Artists' Light Opera Series (NBC)
Young Artists' Series (WDGY)
Young Artists' Trio (NBC)
Young Folks Program (WDRC)
Young Hickory (NBC)
Young Ideas (WDGY)
Young Mother, The (CBS)
Young New Yorkers, The (NBC)
Young People's Church of the Air (WMCA)
Young People's Conference (WMCA)
Young People's Hour (CKTB)
Young People's Program (KFUO)
Young Rochester (WSAY)
Young Stars of Tomorrow (WCHS)
Young Thespians (WDAF)
Youngbloods of Beaver Bend (CKY)
Younger Generation (WLTH)
Youngster Speaks, The (WFAS)
Youth and Crime (WMCA)
Youth and Experience (WTAM)
Youth Court of Character (WBRY)
Youth of the World (NBC)
Youth Sketches (KFUO)
Youths' Opportunity Program (WEAN)
Yvonne and the Off Beats (WBNS)

Z

Zac and Zeb (KROC)
Zampecini Concerta (WDEV)
Zarephath Bible Seminary Chorus (WAWZ)
Zeb Turner's Mountain Men (WJIM)
Zeke Manners' Gang (WMCA)
Zeke Smart (WJAY)
Zeke's Gazette (WJAY)
Zephyrs (CBS)
Zero Hour, The (IBS, WPG)
Zig and Zag (KOL)
Zion Four (KRBC)
Zionist Program (WINS)
Zip and Old Timer (KTUL)
Zip Bentley's Zippers (WDRC)
Zither Tunes (WJAX)
Zollie Gand (KSLM)

ADDENDUM

Program titles received too late for inclusion in the preceding list are noted here.

A

Ace Bands of the Air (WCFL)
Advertising News (WOR)
Afternoon Musicale (WOR)
Ask Another (CFRB)
At the Opr'y House (WOR)
Aunt Addie and Bert (KGFJ)

B

Bamberger Symphony (WOR)
Bunk House Buddies (KGFJ)

C

Canadian Mountaineers (CFRB)
Cliff and Lolly (KGFJ)
Club Car Special (WOR)
Console and Keyboard (WOR)
Curtain Calls (KFWB)

D

Dancing Moments (WOR)
Dancing Moods (WOR)
Dogs in the Home (NYBS)
Dukes of the Yukes (NYBS)

E

Echoes from Havana (WCFL)

F

Famous Mistakes in History (KGFJ)
Fellowship Hour (NYBS)
Forum Hour (WOR)
Fraternity Row (WOR)

G

Ge-Dunkers Club (KGFJ)
Gloom Chasers (KFWB)
Good Fellowship Club (WCFL)
Good Ship Prosperity (KGFJ)

H

Happy Chappies (KGFJ)
Happy Rangers, The (NYBS)
Husbands and Wives (WOR)

I

Impressions (WOR)
Italics (WOR)

J

Jerry Cooper (NYBS)
Jewel Box, The (WOR)
Just Dogs (WOR)

K

Kitchen of the Air (CFRB)

L

Lamplighter, The (KFWB)
Lazy Liza Lee (KGFJ)
Limehouse Nights (KGFJ)
Lucky Seven (KGFJ)

M

Man to Man (KFWB)
March of the News (KGFJ)
Marthy & Elmer (WCFL)
Master Musicians (WOR)
Maytime (NYBS)
Miniature Magazine (KGFJ)
Mother Mac (CFRB)
Music in the Air (WCFL)

N

New Ideas (NYBS)
New York Reporter (NYBS)
News and Views of Labor (WCFL)
Noontime Nonsense (KGFJ)
Note Book (WOR)

O

Observer, The (CFRB)
One Man's Opinion (WOR)
Opportunity Lane (CFRB)

P

Pet Club (WOR)

Q

Questionnaire (CFRB)

R

Rainbow House (WOR)
Raspberry College (WCFL)
Reeds and Rhythm (KGFJ)
Romantique (WOR)

S

Salon Melody Hour (WOR)
Shades of Don Juan (WOR)
Siesta (CFRB)
Songs of Home Sweet Home (CFRB)
Spring Sports (NYBS)
Stars of Tomorrow (WCFL)
Sunshine Corner (CFRB)

T

That Reminds Me (KGFJ)
That's Life (WOR)
Tidbit Revue (KGFJ)
Timely Tunes (WCEL)
Today and Yesterday (CFRB)
Top Hat Revue (WCFL)
Tropical Islanders (KGFJ)

U

Understanding Advertising (WOR)

V

Vignettes (WOR)

W

World Parade (WOR)
World Tour (WCFL)

LAW

REGULATION OF BROADCASTING BY THE FEDERAL GOVERNMENT

By LOUIS G. CALDWELL
Member of the District of Columbia and Illinois Bars

Editor's note: In asking Mr. Caldwell to undertake a digest of Federal regulations as they affect broadcasting, his own words formed the basis of the VARIETY RADIO DIRECTORY *request: "the regulations now in effect are in printed form and cover the equivalent of some 200 pages or more."*

But it is assumed that the average station owner, despite his frequent appearances in Washington, would not wade through 200 pages of minute type. It is further assumed that if he did, the results would not be worth the effort from the standpoint of clarity.

This article thus digests what 200 pages of government text say in considerably more abstruse form. Not only that. The scope here takes in a terrain including not only the law, but the sources via which it is made. Superficially, this would appear to be inviting controversy. Actually, it results in a further understanding of subjects necessarily somewhat nebulous.

LOUIS GOLDSBOROUGH CALDWELL, *the author of this digest, is a member of the bars in the District of Columbia and the State of Illinois. He is president of the Federal Communications Bar Association, an association of attorneys practicing before the Federal Communications Commission.*

Mr. Caldwell's previous writings in the field of radio law and related subjects are too well known to the industry to need further comment. Nor is it necessary to recall for the reader, more than in passing, his past associations and achievements: as first general counsel of the Federal Radio Commission, and as past chairman of the Standing Committee on Radio Law, Standing Committee on Communications, and Special Committee on Administrative Law of the American Bar Association.

The various forms of electrical communications, including radio, are regulated principally by an agency of the Federal Government at Washington known as the Federal Communications Commission, under a statute enacted by Congress, the Communications Act of 1934. I say "principally," because to some extent other branches of the Federal Government have a part in this regulation. In addition, important matters are covered by international agreements, binding on all countries that have signed them, and in the domestic field there are matters over which our Federal Government does not exercise control and which are left to our forty-eight states to regulate if they choose.

I. PLACE OF THE FEDERAL COMMUNICATIONS COMMISSION IN OUR FEDERAL GOVERNMENT

The Federal Communications Commission is one of an anomalous group of federal agencies established by Congress during the past half-century, known as the independent commissions. The first of these was the Interstate Commerce Commission, created in 1887; later examples include the Federal Trade Com-

mission, the Securities and Exchange Commission, the Federal Power Commission, the United States Tariff Commission, the Federal Reserve Board, and several others.

The place of these independent commissions in the structure of the United States Government is not easy to explain. They present a problem of government organization which has been the subject of concern to several Presidents of the United States, and of many studies and reports by committees of experts. The most recent of the latter is the Report of the President's Committee on Administrative Management, submitted in January of this year, in which the independent commissions were described as follows:

> "They are in reality miniature independent governments set up to deal with the railroad problem, the banking problem, or the radio problem."

Under our Constitution, the functions of the United States Government are in theory distributed among three separate and independent branches: the legislative, the executive and the judicial. In the Federal Communications Commission, however, the functions of all three branches are commingled and performed by one body—limited, of course, to the field of communications.

With exceptions that are not relevant to this discussion, the Federal Communications Commission is not under or responsible to Congress. Yet, the Communications Act confers upon it broad legislative power to make regulations which have all the force and effect of statutes, and violations of which entail severe penalties. The Federal Communications Commission is not part of the judicial branch of our Government and its decisions are subject only to a limited amount of review in the courts. Yet it holds hearings in controversies under the Communications Act and its own regulations, and makes decisions vitally affecting the business and means of livelihood of individuals. The Federal Communications Commission is not subordinate to the President or to any of the ten Executive Departments, and no representative of the Commission sits in the Cabinet. Yet it performs functions of an executive character in executing and enforcing the provisions of the Communications Act and of its own regulations; these functions closely resemble those performed by the Department of Justice in the execution and enforcement of penal laws.

Some idea of the scope of the Commission's powers in *all* branches is given by the following general provision in Title I of the Act:

> "The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions."

Thus the Federal Communications Commission cannot be assigned to any one of the three branches of our Federal Government. It is, with qualifications, a miniature independent government set up to deal with radio and other forms of electrical communications. Indeed, when the *method* of regulation over radiocommunication (the license system) is taken into account, it must be regarded as one of the most powerful of such agencies in the scheme of our Government. No other federal regulatory agency has more boundless authority over any field of private activity.

II. SCOPE OF THE COMMISSION'S JURISDICTION

As stated in its opening clause, the Communications Act was enacted for the purpose of regulating interstate and foreign commerce in communication by wire and radio. The power of Congress to engage in such regulation, under the interstate commerce clause in the Constitution, is thoroughly established by court decisions. The validity of any of the basic provisions of the Communications Act,

by which Congress has delegated the greater portion of its power in this field to the Federal Communications Commission, is no longer open to any substantial doubt.

Radiocommunication is defined by the Act as the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds. Wire communication is defined as transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection. In recent years a new term, "telecommunication," has won increasing acceptance as a convenient method of denoting *all* forms of communications by electrical processes, whether by wire or by wireless. It is used in the general treaty, the International Telecommunications Convention, to which the United States and most of the other nations in the world are parties, and which deals with the international problems of communications.

Thus, the Commission has jurisdiction over wire communication as well as radiocommunication. It represents a merger of powers and duties which prior to 1934 were scattered among several federal agencies, the most important of which were the Interstate Commerce Commission and the Federal Radio Commission. It has, for example, the common carrier jurisdiction formerly exercised by the Interstate Commerce Commission over the rates and practices of public utilities engaged in communication, whether by wire or radio, such as the cable, telegraph and telephone companies. Because of the limitations imposed by the subject of this article, only the most incidental reference will be made to the chapter of the Communications Act (Title II) devoted to this common carrier jurisdiction.

Radiocommunication, in turn, embraces much more than broadcasting. It includes other important radio services, such as radiotelegraph and radiotelephone, carried on between stations at fixed points, or between stations one or both of which is in motion on land, on the sea, or in the air. The Commission's control over all forms of radiocommunication is exercised through the license system, and is covered largely by Title III of the Communications Act. This chapter is virtually a reproduction of the Radio Act of 1927, under which the Federal Radio Commission functioned from 1927 to 1934. Only such reference will be made to the Commission's regulation of other radio services as is necessary to provide a proper setting for this discussion of broadcasting.

Before leaving this general description of the Commission's jurisdiction, we must not omit to note that the onward march of civilization presents no more vital problem than the extent to which Government shall control the avenues of communication between human minds. One aspect of this problem is reflected in the First Amendment to our Constitution, forbidding Congress to make any law abridging the freedom of speech, or of the press. The principal avenues of communication in this modern era are dependent directly or indirectly on electrical processes. The globe is covered with a vast network of wires and cables over which facts and ideas, gathered by an army of newsgatherers from its four corners, are flashed to persons engaged in distributing information to the public, whether in printed form, or in broadcasts, or in newsreels, or on tickers. To this wire network has been added an invisible web of radio circuits for the instantaneous navigation of countless electrical messages, sometimes addressed directly to the public, as in broadcasting, sometimes relayed over great distances for ultimate dissemination to the public, and sometimes addressed by one individual to another. No federal regulatory agency rules over a more important portion of the fabric of our civilization than does the Federal Communications Commission. The responsibility of its members for a wise use

of their broad powers, and their opportunity for service in preventing inroads on the most valuable achievement of modern civilization, liberty of expression, are great indeed.

III. ORGANIZATION OF THE COMMISSION

The Federal Communications Commission is composed of seven commissioners, each appointed by the President for a seven-year term at an annual salary of $10,000. As in the case of cabinet officers, federal judges and many other government officials, the appointment must be submitted to the Senate which, by majority vote, may veto the appointment. The seven-year terms are staggered so that the term of only one commissioner expires in any one year. The President designates one of the commissioners as chairman and has done so for successive one-year periods.

Certain limitations are imposed by the Act on eligibility to membership on the Commission. Members must be citizens of the United States. Not more than four may belong to the same political party. There are strict prohibitions against financial interest on the part of any commissioner or employees of the Commission in businesses subject to its regulatory powers. The commissioners may not engage in any other business, vocation or employment. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. There is, however, no requirement of geographical representation on the Commission. The Radio Act of 1927 had divided the country into five zones and required that its five members be appointed one into each zone, but this requirement was not carried over into the Communications Act of 1934.

Unlike some of the other statutes establishing independent commissions, the Act makes no provision for removal of a commissioner from office. The Federal Trade Commission Act, for example, provides that "any commissioner may be removed by the President for inefficiency, neglect of duty, or malfeasance in office," and in a decision rendered in 1935 the Supreme Court held that the President has no power to remove a member of that Commission for any other cause. Consequently, the power of the President to remove a member of the Federal Communications Commission before the expiration of his term is, to say the least, doubtful. Undoubtedly Congress has such power in proper cases by following the procedure of impeachment provided in the Constitution.

The principal office of the Commission is in the District of Columbia (at present in the Post Office Building), where its general sessions must be held. It is permitted to hold special sessions in any part of the United States "whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby." Four members of the Commission constitute a quorum. No vacancy in the Commission impairs the right of the remaining commissioners to exercise all the powers of the Commission.

The Commission has an official seal. Its votes and official acts must be entered of record and its proceedings are public upon the request of any interested party, except where they contain secret information affecting the national defense. All its reports and investigations must be entered of record and copies thereof must be furnished interested parties. It is directed to provide for the publication of its reports and decisions "in such form and manner as may be best adapted for public information and use," and to make an annual report to Congress. It has broad authority to make such expenditures as may be necessary for the execution of its functions and as may be appropriated for by Congress.

For the fiscal year beginning July 1, 1937, Congress appropriated a total of $1,629,000 for the anticipated annual expenditures of the Commission (exclusive of sums appropriated for special investigations).

The Commission may appoint and prescribe the duties of its principal employees without regard to the civil service laws or the Classification Act of 1923 (which classifies government employees and fixes the range of salary for each classification). These employees include a secretary, a director for each of its three divisions, a chief engineer and three assistants, a general counsel and three assistants, and temporary counsel designated for the performance of special services. Likewise, each commissioner may appoint and prescribe the duties of a secretary. The Act fixes the maximum salaries that may be paid to each of these employees.

The Commission has authority to appoint such other officers, engineers, inspectors, attorneys, examiners and other employees as are necessary in the execution of its functions, but only subject to the civil service laws and the Classification Act. It has a total of 526 employees (exclusive of those employed in special investigations) of which 390 are in the Washington office and 136 in the field.

The Commission has distributed its employees among five subordinate bureaus, the Secretary's Office, the Examining Department, the Law Department, the Engineering Department, and the Accounting, Statistical and Tariff Department, each of them subdivided into sections or other lesser units. Limitations of space will not permit a description of the duties of these bureaus, and the reader is referred to the Commission's annual reports for information with respect to them. Two of them, however, both in the Engineering Department, should be noticed in any general description of the Commission's organization. One is the International Section, which carries on a work of coordination of international and interdepartment relations in connection with communications services. The other is the Field Section, which has important functions of inspection, observation and investigation, with 20 field district headquarters offices scattered over the United States and one in Hawaii, and two independent monitoring stations. The Commission also maintains a field office of accountants in New York City.

The Act authorizes the Commission to divide its members into not more than three divisions, each with its own chairman, and to distribute its work among these divisions. Accordingly, on July 17, 1934, immediately after its organization, it established the Broadcast Division, the Telegraph Division and the Telephone Division, each with three members, consisting of the Chairman of the Commission and two other members, one of whom is chairman of the division. The Broadcast Division was given "jurisdiction over all matters related to or connected with broadcasting." Since this article is not concerned with the work of the other two divisions, it is unnecessary to describe their jurisdiction. The whole Commission retains jurisdiction over all matters not specifically allocated to a division, as well as over matters involving a conflict or overlapping among the divisions.

The purpose of Congress in authorizing these divisions was well stated in a Senate Committee report as follows:

> "One reason for this statutory division is a desire to achieve effective regulation of the telephone and telegraph business. Experience has shown that commercial broadcasting takes the attention of all of the members of the Radio Commission. Railroads and other transportation take most of the

attention of the Interstate Commerce Commission. Your committee believes that unless the law provides a clear division of powers, broadcasting problems being so numerous, the Commission would give most of its attention to radio and neglect the problems of telephone and telegraph regulation. The study and regulation of the telephone and telegraph business must be a fulltime task if it is to be effective."

Under the Act each division has, with respect to the functions assigned to it, all the jurisdiction, powers and duties conferred by the Act on the Commission, subject only to a rehearing before the full Commission if applied for by a party to a particular proceeding. The divisions act by majority vote. The Commission's secretary and seal are the secretary and seal of each division. The threefold division of the Commission is reflected in its subordinate bureaus, which are, to a certain extent, subdivided in a manner corresponding to the divisions. This is particularly true of the Engineering Department and the Law Department. The Act also provides another method for delegation of the Commission's work, to an individual commissioner or a board of one or more of its employees, but since this method has virtually not been used it need not detain us.

With this preliminary survey of the Commission's organization, we shall proceed to a study of its powers, to return later to consider more particularly that part of its machinery that is devoted to the holding of hearings and the making of decisions. Consistently with the outline suggested at the outset, we shall attempt to observe a classification of those powers into legislative and judicial, but the reader must be warned in advance that it is not always possible to follow out the distinction, since at times the powers shade into each other and the distinction is not clearly maintained either in the Act or by the Commission. It will not be worth while to attempt to give separate notice to the Commission's executive functions, since they will become more or less obvious as we proceed.

IV. THE COMMISSION'S LEGISLATIVE POWERS — RULES AND REGULATIONS

We have already noticed the general provision in Title I. of the Act authorizing the Commission to make such rules and regulations, not inconsistent with the Act, as may be necessary in the execution of its functions. Title III. contains a section in which the Commission's powers to make regulations in the field of radiocommunication are enumerated at length, together with a general power to "make such regulations as it may deem necessary . . . to carry out the provisions of this Act." There are other provisions scattered throughout Title III. conferring regulation-making power over particular subjects.

The Commission may revoke or refuse to renew a radio license for violation of any of its regulations. It may refuse to grant an application because it fails to comply with any of its regulations or because the applicant has previously been guilty of a violation. Violation of a regulation is also a criminal offense subject to a fine of not more than $500 for each day during which it occurs.

Thus, the Commission's regulations have all the force and effect of statutes enacted by Congress, with one qualification—a regulation not authorized by the Act may be held invalid by the courts. It is sufficient to say, however, that no regulation adopted by the Commission has yet been held invalid, and, in view of the broad delegations of legislative power by Congress to the Commission, it is unlikely that this will often occur.

Space will not permit a detailed examination into either the Commission's powers or the manner in which it has exercised them. The regulations now

in effect are in printed form and cover the equivalent of some 200 pages or more. It is possible, however, to make a general classification of them with respect to subject-matter, and it will be profitable to give particular attention to the principal class.

One class of regulations has to do with practice and procedure, the filing of applications and the conduct of hearings. These are more properly considered in connection with the Commission's judicial functions and are treated under a later heading. Other classes, actual or potential, have to do with the eligibility of persons for licenses, economic considerations which enter into the granting or denial of applications for licenses and other authorizations, and the character of programs (including advertising) which may be broadcast. None of these need detain us at this juncture. The Commission has legislated very little on these matters, and the few regulations that it has adopted may more conveniently be taken up under later headings, in connection with its actions on applications.

The principal class, which occupies the bulk of its printed volume of regulations, has to do with the *technical* aspects of radiocommunication. Without some appreciation of this class, it is hopeless to attempt to understand the work of the Commission. Directly or indirectly, it has to do with the prevention of interference and the rendering of good and efficient radio service. It includes the classification of radio stations, the assignment of bands of frequencies to the various classes of stations, the determination of the "width" of "channels" used by the various classes of stations, restrictions with respect to maximum and minimum power and hours of operation, restrictions with respect to the location of stations, and requirements with respect to the kind of apparatus used and its technical operation. Under the Act, the only standard prescribed by Congress to guide in making regulations of this character is "public convenience, interest, or necessity."

A survey of these regulations must begin with certain elementary scientific facts about radio, and particularly the meaning of such terms as frequency or wave-length, channel, bands of frequencies, and the radio spectrum. Radio waves, like light waves, to which they are akin, travel at the rate of approximately 186,000 miles, or to use a more convenient measure, 300,000 kilometers, a second. They are distinguished from each other by their *frequency* or *wave-length*. Imagine a radio transmitter put into operation at a given instant, propelling a series of radio waves out into space in all directions, just as when a pebble is dropped in a pool of still water. At the end of the second, the foremost of the series will have reached a point 300,000 kilometers away in any given direction and it will be followed, over the entire distance, by a procession of similar waves. The sequence stretching between the transmitter and the vanguard of the procession may be described in either of two ways. One is to *measure* the waves from crest to crest in meters; this is the "wave-length." The other is to *count* the crests in this series sent out in the period of one second, each wave from crest to crest being called a cycle, and a thousand a kilocycle (abbreviated "kc."); this is the "frequency." The wave-length expressed in meters multiplied by the frequency expressed in kilocycles will always equal 300,000. Thus, a wave-length of 300 meters is the same as a frequency of 1,000 kc. A wave-length of 10 meters is the same as a frequency of 30,000 kc. The long waves correspond to the low frequencies and the short waves to the high frequencies. Since wave-length is a very clumsy fashion of distinguishing between radio waves, frequency has become the all but universal method.

Radio waves may be said to extend over a range beginning at the low frequency of 10 kc. (10,000 cycles a second, each with a wave-length of 30,000 meters) to some very high frequency, perhaps as high as 2,000,000 kc. or even 10,000,000 kc. This range may be referred to as the "radio spectrum." It must, however, be subdivided since most of the higher portion of this spectrum (above about 500,000 kc.) has not yet been harnessed to use, and the middle portion (roughly from about 30,000 kc. to 500,000 kc.), while being used experimentally to a considerable extent, is only just emerging from the laboratory. Parenthetically, it should be noted that experimental television is being carried on in the middle portion (generally, between 40,000 kc. and 100,000 kc.) and seems likely temporarily or eventually to be assigned to this part of the radio spectrum.

The Commission's present regulations (which may soon be considerably revised) define the radio spectrum as extending from 10 kc. to 500,000 kc. (without, however, precluding its authority over frequencies outside these limits), and subdivides the spectrum into six major bands as follows:

a. Low frequency: 10 to 100 kc.
b. Medium frequency: 100 to 550 kc.
c. Broadcast: 550 to 1500 kc.
d. Medium high frequency: 1500 to 6000 kc.
e. High frequency: 6000 to 30,000 kc.
f. Very high frequency: Above 30,000 kc.

For the practical purposes of this article, we may consider the radio spectrum as extending from 10 kc. to some point very much above 30,000 kc.

The first legislative task to be performed with reference to the radio spectrum is to subdivide it into bands, and to assign each band to a particular class of station or kind of radiocommunication. To a considerable extent this task has already been performed for the Commission by international agreements to which the United States is a party. Annexed to the International Telecommunications Convention of 1932 is a whole volume devoted to International Radio Regulations, which were signed by the United States and are binding upon it. This convention was preceded by the International Radiotelegraph Convention of 1927, which was similarly accompanied by a volume of radio regulations signed by the United States. The Communications Act virtually incorporates these international regulations into our law, and makes violation of them a criminal offense.

The International Radio Regulations subdivide the radio spectrum into bands of frequencies, and assign these bands to a variety of radio services. Certain bands are assigned to broadcasting; others are assigned to what are called "fixed" services, such as radiotelegraph and radiotelephone between fixed points; still others are assigned to "mobile" services, which includes communications to, from, or between ships at sea and airplanes. Some bands are assigned to two or more services jointly. There are also the various government services (principally the military), amateurs, and others which need not be enumerated.

Under the General Radio Regulations the band from 550 to 1500 kc. is allocated to broadcasting the world over. Europe and a few other regions are allowed to use the band from 160 to 265 kc., which is especially desirable for broadcasting in non-tropical latitudes because of the great range over which a good signal can be transmitted day and night. There are special dispensations for specified countries (particularly Russia) to use other bands. The Convention also permits what are known as regional agreements, calling for departures from the prescribed scheme where interference will not be caused to other parts of the

world. So far as North America is concerned, the matter may be summarized by stating that the band of frequencies available for broadcasting is 550 to 1500 kc., plus the use of 540 kc. in Canada and a limited use of the band from 1500 to 1600 kc. arranged by regional agreement, for purposes which are at least partly experimental. The reason that the United States does not have as extensive bands of frequencies for broadcasting as the European nations is that the delegations of the United States at international conferences have been largely dominated by our Government Departments, chiefly the Navy and the Army, which have successfully prevented use of any frequencies below 550 kc. for broadcasting. For the purposes of this article, we shall consider the broadcast band as extending from 550 kc. to 1500 kc.

This subject must not be left, however, without mention of certain other bands of frequencies assigned to broadcasting by the International Radio Regulations. Broadcasting has no share of the *medium* high frequency band (1500 to 6000 kc.) but in the *high* frequency band (6000 to 30,000 kc.) it has seven allotments (6000-6150 kc., 9500-9600 kc., 11,700-11,900kc., 15,100-15,350 kc., 17,750-17,800 kc., 21,450-21,550 kc., and 25,600-26,600 kc.). These frequencies are, in general and with exceptions, capable of communication and of causing interference over tremendous distances, to such an extent that only one station anywhere in the world may operate on a given frequency at any one time. They are used, or rather supposed to be used, for international broadcasting, of the sort with which the owners of short-wave radio sets are familiar.

The next International Telecommunications Conference is to be held at Cairo, Egypt, beginning February 1, 1938. It is already evident that a concerted attempt will be made to secure larger bands of frequencies throughout the spectrum for broadcasting in the rest of the world, and that this attempt will be strenuously resisted by the maritime interests, the aviation interests, the military and others. No forecast of the outcome is possible.

The second legislative task is to define radio "channels" and determine their "width." A radio transmission occupies more space in the ether than the exact frequency which the station is licensed to use; it must be protected up to certain limits on both sides of that frequency. This means that each station uses not merely a specified frequency, but a *band* of frequencies with the specified frequency in the center, i.e., a channel. For technical reasons which need not be recounted, the width of this channel varies with the type of radiocommunication being carried on. A radiotelegraph station requires a channel 2 kc. in width; a radiotelephone station a channel of 6 kc.; a broadcast station a channel of 10 kc., and a television station *a channel of about 6,000 kc.* The foregoing is by no means a complete picture, since other factors (including the vagaries of radio waves of different frequencies, the ground wave and the sky wave, limitations on the performance of radio receivers, instability of transmitters themselves and others) complicate the story, but it will serve for our present purposes.

A broadcast station assigned to a particular frequency, say 700 kc., must be protected from interference by other stations over a 10 kc. channel extending from 695 kc. to 705 kc. This is the channel width established by the Commission's regulations for broadcast stations in the United States. This means that in the broadcast band there are 96 channels, all stations being assigned to frequencies which are even multiples of 10, beginning with 550 kc., 560 kc., 570 kc., and so on up to 1500 kc. This channel width of 10 kc. is admittedly a compromise since it is wide enough, theoretically, to permit transmission and reception of musical notes up to only slightly above the highest note on the piano, whereas the average human ear can hear somewhat higher notes and overtones.

Europe has experimented with channel widths of less than 10 kc. for broadcasting with disastrous results by way of interference. A width of 10 kc. is the least that is consistent with any degree of fidelity of reproduction of sounds: a 15 kc. width would constitute a great improvement, particularly for the faithful rendering of music.

The third legislative task, with particular reference to broadcasting, is to classify channels as to number of stations permitted on each channel, restrictions on power used, and distance separations between stations on the same or adjacent channels. At this point, we must note that, by agreement with Canada, 6 of the 96 channels are allocated to exclusive use by Canada, leaving 90 which may be dealt with by the Commission. Some of the 90 are, by the same agreement, subject to *shared* use with Canada, but it would complicate this discussion unduly if we were to pause to consider these shared channels.

The Commission's regulations divide the 90 channels in the broadcast band into four major classes, as follows:

1. **CLEAR CHANNELS.** The Commission's regulations designate 40 of the 90 channels as clear channels. A clear channel is a channel on which only one station in the United States (and, in principle, in the entire continent of North America) operates at nighttime, such station to operate with substantial power. Two or more stations may operate on these channels in the daytime, if sufficiently separated, since the interference range of radio waves by day is much less than at night. The minimum power of clear channel stations, under the Commission's regulations, is 5 kilowatts (abbreviated "kw.") and the maximum is 50 kw. Clear channel stations operating with high power are, in a general way, the only method of assuring broadcast reception to rural and remote areas, that is, regions which are not within the immediate vicinity of a broadcast station. The moment two or more stations are permitted to operate on the same channel after sunset, each station severely limits the service rendered by the other, by interference.

2. **HIGH POWER REGIONAL CHANNELS.** The Commission's regulations designate 4 of the 90 channels as high power regional channels. Two or more stations may be licensed to operate simultaneously on these channels, with a power of not less than 5 kw. As the word "regional" suggests, these stations are designed to serve limited regions, each of them restricting the service areas of others on the same channel by interference, particularly at night.

3. **REGIONAL CHANNELS.** Of the 90 channels, 40 are designated as regional, with nighttime power ranging from 1 kilowatt down to 250 watts and with daytime power up to a maximum of 5 kw. On these channels several stations (from 3 to 6 or 7) are permitted to operate simultaneously at night, each of them being severely restricted by the others but still capable of rendering service over an area equivalent to a fairly large city and its immediate environs.

4. **LOCAL CHANNELS.** The remaining 6 channels are designated as local, with nighttime power not in excess of 100 watts and daytime power not in excess of 250 watts. A large number of such stations (about 50) are assigned to each such channel and, needless to say, each of them serves a comparatively small area, roughly corresponding to a smaller city or town.

All told, there are, at present writing, 704 broadcast stations authorized by the Commission, of which 100 are on clear channels, 9 on high power regional channels, 274 on regional channels, 317 on local channels, and 4 are called "special broadcast stations" in the band 1500-1600 kc. These totals are somewhat deceptive since in a number of instances two or more stations divide time

with each other, and there are quite a few stations which are required to close down at sunset or shortly thereafter. In the interest of brevity, we shall not attempt to describe the Commission's regulations as to the hours of operation of stations or its classification of stations with respect thereto.

The foregoing summary has not taken into account those cases in which the Commission has ignored its own regulations. There is, for example, one clear channel station which operates with 500 kw., or ten times the maximum permitted by its regulations. There are several regional stations which operate with 5 kw at night, whereas the prescribed maximum is 1 kw. There are several of the 40 clear channels on which two stations are permitted to operate simultaneously at night. Ordinarily these departures are covered by the word "experimental" written into the license, but for all practical purposes most of them are as regular as other licenses. The Commission has pending before it some sixteen applications of clear channel station licensees to increase their power to 500 kw. and a large number of applications of regional station licensees to increase their nighttime power to 5 kw. There is talk of an increase to 250 watts nighttime on local channels. Last fall a general hearing was held to determine whether changes should be made in its regulations so as to permit these increases but the issues debated at that hearing have not yet been decided.

Also, the summary has not taken into account a deplorable situation arising out of indiscriminate use of channels in the broadcast band by stations in Mexico and Cuba, causing ruinous interference. This is in large measure due to the fact that at the outset these nations made slower progress in establishing broadcast stations and in the meantime all the channels were occupied by stations in the United States and Canada. The problem is aggravated by the operation of several high power stations in Mexico, just across the Texas border, for the purpose of broadcasting to the population of this country and not to the Mexicans. Some of them were established by American citizens who had been deprived of broadcast licenses in the United States because of objectionable program service. These individuals are responsible for provisions in the Communications Act which forbid persons in this country to maintain a studio or other place or apparatus in this country from which programs are transmitted by wire or other means (including mechanical reproduction) to a broadcast station in another country, to be broadcast by that station, if that station has sufficient power or is so located geographically that its emissions may be received consistently in the United States, without first applying for and obtaining a permit from the Commission.

A North American Conference held in Mexico City in 1933 to consider allocation of channels among the North American nations and related problems broke up in disagreement. A preliminary meeting to discuss the problem again was held in Havana, in March of this year, to be followed by a formal conference of all the nations of North, South and Central America in the same city next November.

It will be noticed that so far nothing has been said with respect to distance-separations between stations. The Commission's regulations prescribe nothing in this respect, but its Engineering Department has devised standards and principles which are published from time to time and which to some extent serve the purpose of regulations. Under these standards, stations of given powers on the same channel should be separated by specified distances in miles by night and by day; a similar process is followed with respect to stations which are on adjacent channels separated by 10 kc. up to 40 kc. These standards are based on a large amount of experience, accumulated data and information. Frequent departures from them are permitted, however, due to possibilities (or claims)

of accomplishing equivalent results through various devices. The interested reader should consult the annual reports of the Commission and of its predecessor, the Federal Radio Commission, for the history, evolution and present nature of these standards.

The foregoing is only a bare introduction to the technical regulations of the Commission. There are elaborate and important requirements as to technical equipment and the operation thereof, designed to prevent interference by insuring that a station adheres closely to its assigned frequency and does not emit any superfluous electrical disturbances, and designed to insure good and efficient service to the extent permitted by the frequency and power assigned to the station. These must be passed over with bare mention.

Another subject which must be passed over rapidly is the Commission's regulation of radio operators. The Act requires that the actual operation of all transmitting apparatus in any radio station (with certain exceptions in the case of ships) must be carried on only by a person holding an operator's license. The Commission is given authority over the issuance of such licenses, having power to prescribe the qualifications of operators, to classify them, to fix the forms of such licenses, and to suspend any such license for a period up to two years for any of several causes enumerated in the Act.

With this framework of the Commission's legislation in mind, we are prepared to consider its judicial functions, that is, its actions in granting or denying applications having to do with radio stations.

V. THE COMMISSION'S JUDICIAL POWERS — THE LICENSE SYSTEM

The cornerstone of radio regulation in this country is the license system. Title III of the Communications Act, which deals particularly with radio, begins with the following declaration:

> "It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license."

It then provides that no person (other than the United States Government itself) shall operate any apparatus for radio transmission except under and in accordance with a license granted under the provisions of the Act. True, to require a license, the transmission must be across state or international boundaries, or must be such as to cause interference to transmission which has travelled across such boundaries but, for obvious reasons, these qualifications count for little or nothing with respect to the radio waves now in use. As one court has said, "radio communications are all interstate." Any person engaging in radiocommunication without a license, or not in accordance with his license, is subject to criminal prosecution in the federal courts and to punishment consisting of a fine of not more than $10,000 or imprisonment for not more than two years, or both. These penalties are, of course, a sufficient deterrent against unlicensed radio transmission in all but rare cases.

The necessary license can be obtained only from the Federal Communications Commission. The Commission is forbidden to grant a license until the applicant

> "shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise."

Every license granted by the Commission must contain a statement of certain conditions to which the license is subject, including the following:

> "The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein."

These, and related provisions in the Act, were intended to prevent the assertion or acquisition of any property right in the continued operation of a radio station. So far as such claims have been passed on by the courts, the intent seems to have been successfully carried out, and the right to a renewal of license is of a most fragile nature.

The maximum term for which a license may be granted is three years for a broadcasting station and five years for any other class of radio station. In actual practice, the Commission limits broadcast licenses to six months and other licenses to one year, although it is being constantly urged to issue licenses for longer periods and there appears to be no substantial reason against its doing so. A broadcast license must, therefore, be renewed every six months and the Commission's action with reference to granting renewal applications is "limited to and governed by the same considerations and practices which affect the granting of original applications."

The Act specifically authorizes the Commission to revoke licenses for any of the following causes: (1) false statements in the application or in statements filed in support of it; (2) conditions revealed by later statements of fact which would warrant the Commission in refusing to grant an original application; (3) failure to operate substantially as set forth in the license; and (4) violation of or failure to observe any of the restrictions and conditions of the Act, or of any regulation of the Commission authorized by the Act or by a treaty ratified by the United States. A definite procedure is provided, calling for notice stating the cause of revocation followed by hearing, before any revocation becomes effective. There is some doubt as to whether the Commission's power to *revoke* includes the power merely to *suspend* a license for a limited period. The Act being silent on this point, the Commission has taken the position that it does not have the lesser power and on several occasions has urged Congress to amend the Act accordingly.

The subject of revocation need not, however, detain us. The Commission has virtually never employed this procedure. Nor did its predecessor, the Federal Radio Commission. At an early date in the administration of the Radio Act of 1927, it became apparent that, with the short-term license period, action on renewal applications was a much more convenient and effective weapon for the discipline of licensees. In revocation cases the burden of alleging and proving specific misconduct is on the Commission. In renewal-of-license cases, the *applicant* has the burden (if the Commission chooses to place it on him) of proving his right to renewal, practically to the same extent as if he were an applicant for a new station, and the Commission is comparatively free, by conducting an *ex post facto* inquisition at the hearing, to develop some reason for denying the application either because of some failure on the part of the applicant to make a complete showing or because of some misconduct (including programs or advertising deemed to be objectionable) which is uncovered in the course of the hearing. In fairness to the Commission, it should be said that its procedure has increasingly provided notice of the detailed issues with which applicants will be faced at hearings of this sort, and the tendency has been in the direction of fair play. Yet no precautions will obviate the possibility of unfairness in view of the vague standard which Congress has given the Com-

mission to guide its decisions, coupled with the fact that the burden is on the applicant to prove that he has complied with that standard.

This standard is "public interest, convenience or necessity." The Act instructs the Commission to grant an application for license, or for renewal or modification of license, if public interest, convenience or necessity would be served thereby. If it is not satisfied that the standard would be served, then it must notify the applicant and give him an opportunity to be heard. After the hearing, it grants or denies the application according to its decision on the issue whether the test has been met.

The Commission assumes, probably correctly, that it may refuse to renew a license for any cause for which it might have revoked it, and, in addition, for failure on the part of the licensee to operate his station in accordance with "public interest, convenience or necessity" during one or more preceding license periods. The meaning of the standard "public interest, convenience or necessity" must be reserved for separate treatment under the next heading. The practice and procedure followed by the Commission in the exercise of its judicial functions will be treated under a further separate heading.

A very candid statement of the Commission's position is to be found in the following excerpt from a recent letter from the Commission to the Chairman of the House Committee on Interstate Commerce in response to the latter's request for the Commission's opinion on a bill providing a five-year license for broadcast stations:

> "At the present time the Commission has no authority to suspend licenses or impose penalties for violations of its rules. The only punitive action available is revocation, deletion through denial of a renewal of license or recourse to criminal proceeding. These measures have been found to be too severe in most instances of delinquency. The Commission, however, has been able to exercise a degree of control through consideration of application for renewal of license every six months. *There is thus constantly present a means of checking the technical operation and program service of stations.*" (Italics supplied.)

It may be noted that the Communications Act specifically provides the very sort of punitive action which the Commission seems to believe lacking, namely, small or moderate penalties for violations of its rules.

The license system is not peculiar to radio regulation. According to a calculation made by a committee of the American Bar Association there were, as of January 1, 1935, 149 instances in the federal statutes where a license, permit or equivalent authorization is made a prerequisite for carrying on a business or engaging in some activity, and in approximately 54 of these instances power is given to a federal administrative agency to revoke or suspend the authorization for specified causes. Some of the instances are exceedingly important, including the licensing of securities exchanges, of commodities exchanges, of commission brokers, and of the use of second class mail. The recent tendency to extend the license system to all or nearly all businesses is instanced by provisions which were in the National Industrial Recovery Act and the Agricultural Adjustment Act, and by bills which have been introduced to require the federal chartering of corporations engaged in interstate commerce. So far as I know, however, the Communications Act is the only statute under which proceedings on renewal-of-license applications (as distinguished from revocation proceedings) are employed to put licensees out of business.

The far-reaching change wrought by the license system in the relations between the individual and his Government is best understood by comparing

the situation of a person dependent on the business of broadcasting for his livelihood and of a person similarly dependent on some trade such as the grocery business. The latter is protected by both his State and Federal Constitutions in the right to engage in his trade and to remain in it, as well as in the use of his property required in the business. He need ask no one's permission to start a grocery or to keep it going. He cannot be subjected to loss of his property or his business except as the result of criminal or civil proceedings in court, in which his opponents have the burden of alleging and proving definite charges and he has the protection of many safeguards, including more or less definite rules of law and procedure, jury trial, and appeal to higher courts. With the broadcaster under the license system, nearly the entire procedure is thrown into reverse gear.

VI. PUBLIC INTEREST, CONVENIENCE OR NECESSITY

As we have noted, Congress has prescribed the standard of "public convenience, interest or necessity" as virtually the only limitation on the Commission in exercising its exceedingly broad legislative powers over radiocommunication, and has prescribed the same standard, with an unimportant interchange of words ("public interest, convenience or necessity"), as virtually the only limitation on the Commission in exercising its judicial powers in the same field. The occasion is now appropriate for a brief exploration into the meaning of the standard.

A volume might be written speculating on its meaning. The phrase, or its equivalent, has been common in State legislation regulating public utilities, and is found in other important federal statutes. Its history and evolution can be traced in the legislative history of the Communications Act, beginning with the national radio conferences held from 1922 to 1925 under the auspices of Mr. Hoover when Secretary of Commerce and with a series of bills introduced in 1923 and the following years. These resulted in the Radio Act of 1927, from which the language was taken over into the Communications Act. The many written decisions of the Federal Radio Commission and of the Federal Communications Commission, their annual reports, and their recorded actions and other public pronouncements, may be minutely scrutinized and analyzed for indications of the meaning of the phrase. The same process may be followed with reference to court decisions on appeals from the Commission's decisions. All this is obviously not practicable within the limitations of this article.

In general it may be said that, while there is considerable academic interest and some legal value in such a study, the total reward is not very great. After over ten years of administration of radio regulation under the standard of "public interest, convenience or necessity," since the enactment of the Radio Act of 1927, there is virtually nothing in the court decisions giving body or content to the standard and surprisingly little in the Commission's decisions.

The precise meaning of the standard is, after all, not very important in the exercise of the Commission's *legislative* powers. Here the important thing is that the Commission legislate only on the subjects over which it has been given power, and that the regulations themselves be clearly intelligible and reasonable. There has been no substantial ground for complaint on these scores. The Commission's Engineering Department has done remarkably good work in translating the statutory phrase into definite and reasonable regulations and engineering standards in the technical field.

It is in the exercise of the Commission's *judicial* functions that the vague and unpredictable nature of the standard becomes of serious import. With definite

regulations before them, applicants and licensees know, or can easily learn, their exact rights and duties, and may act accordingly. Where, however, in a hearing on an applicaton for a new station or for renewal of license of an existng station, they must demonstrate by evidence that granting the application will serve "public interest, convenience or necessity," and where, outside of the technical aspects of the case, they have virtually nothing definite to guide them, the situation is very different. They are faced with the hazard of what may prove to be an insufficient or defective showing, of which they are first apprised when the Commission makes its decision. They must continuously choose between either running that hazard or incurring great expense to cover all conceivable matters by evidence, including matters in which the Commission may take no interest or which it may take for granted. It is unfortunate that the Commission has not gone further to do in other fields what it has done in the technical field, namely, to translate "public interest, convenience or necessity" into definite regulations or, where that is not possible, into definite principles, policies, and rules announced in decisions or other formal pronouncements or to formulate or give recognition to factors by which the standard may be tested and applied.

The result of the situation which has existed has been the building up of a complicated, formless and unnecessarily expensive set of nebulous formulas as to the showing which should be made by evidence at a hearing on an application. These formulas have grown up haphazard, sometimes with no real reason other than that a particular practice was followed in a previous case and, starting as accidents, have become traditions. The Commission has not been consistent in the effect it has given to this or that kind of showing, or to this or that method of making proof.

A superficial attempt will be made in what follows to indicate some of these formulas. At the same time, in order to avoid unnecessary repetition, reference will also be made to certain positive requirements or prohibitions in the Communications Act which have to do with related subjects. Whatever be the true meaning of "public interest, convenience or necessity," it must, of course, be construed consistently with the provisions of the Act.

Opinions will differ as to the proper way in which to subdivide discussion of "public interest, convenience, or necessity," and related provisions in the Act. The following subdivision will, however, suit our present purposes.

ELIGIBILITY FOR LICENSE

The Act forbids the granting of a license to (1) any alien or representative of an alien, (2) any foreign government or representative thereof, (3) any corporation organized under the laws of any foreign government, (4) any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, or (5) any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens or of which more than one-fourth of the capital stock is owned of record or voted by aliens, etc. "if the Commission finds that the public interest will be served by the refusal or the revocation of such license."

The Commission is also directed to refuse a license or permit to any person (or to any person directly or indirectly controlled by such person) whose license

has been revoked by a court under Section 313 of the Act. Section 313 gives the courts power, in the case of an anti-trust prosecution against a radio licensee, to revoke the license. The Commission is also authorized to refuse a license or permit to any person (or to any person directly or indirectly controlled by such person) who has been finally adjudged guilty by a Federal court of violation of the anti-trust laws in radiocommunication or of using unfair methods of competition.

Other than the foregoing, the Commission is free to determine the eligibility of applicants under the standard of "public interest, convenience or necessity." An indication of legitimate fields of inquiry is given by the requirement in the Act that applications for construction permits or licenses should set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station.

The practice has grown up of taking the depositions of a large number of witnesses in the city or town where the proposed station is located, consisting of public officials, officers of civic, philanthropic, religious and educational institutions and organizations, and other prominent persons. These depositions are taken before the hearing, pursuant to certain formalities covered by the regulations, and must be on file with the Commission not later than 5 days before the hearing begins. Regularly the number of such depositions is 30 or more, and frequently it runs as high as 50 or 60, even in cases involving small 100-watt stations. Among the subjects covered by the testimony of these witnesses is the character, standing and past record of the applicant or, if the applicant is a corporation, of its principal officers and stockholders. Other subjects more properly fall under later subheadings, such as the need for the proposed station, and for the sort of program service it proposes, the talent and other program material available in the community, the support that may be expected from various organizations both with respect to furnishing programs, the advertising support, possible defects or insufficiencies in the service now being received in the community from existing stations with respect to programs, willingness to meet local needs, and sufficiency of signal, and so on. Frequently, parties who oppose the application also secure a large number of depositions to counteract such testimony, and not infrequently a town finds itself divided into two camps in a war of depositions. All such testimony could, of course, be reserved for the hearings, but the expense of bringing witnesses to Washington would be prohibitive in the ordinary case. In some cases, Senators, Congressmen and other public officials at Washington are produced at hearings as witnesses to the good character of the applicant or the need for the proposed station.

Much emphasis is regularly placed on the applicant's financial ability. While no definite yardstick has been laid down, the practice is to present definite evidence of the cost of construction of the proposed station and of its operation for the first year, and to show that the applicant has sufficient ready funds to cover these costs. There is a tendency to disapprove the raising of these funds by sale of stock, especially if done on a widespread scale, accompanied by solicitation or advertising. Apparently the Commission does not consider an applicant financially qualified if he must borrow money to construct the station, especially if the funds are to be raised after the issue of the permit. If the applicant is a corporation, a complete showing should be made as to its capital structure and corporate power, including the power to engage in broadcasting.

It is customary also to make as elaborate showing as possible as to staff

which will be employed to operate the station, particularly with respect to program service and technical operation, accompanied by charts showing the organization, the names and qualfications of the principal employees where known (these are often tentatively engaged in advance), the salaries that will be paid, and the like. Not infrequently an applicant will employ a man who has had experience in operating a station to superintend the preparation of his case before the Commission, for a period of several months before the hearing.

There remain two matters which relate to the subject of eligibility and which have taken on substantial importance in recent months. One has to do with the acquisition of stations by persons already having one or more existing stations; the other has to do with the acquisition of stations by newspaper publishers. There have been no definite decisions or other pronouncements by the Commission on either matter; no statement of principles which will serve as a guide to a prospective applicant is available. There is, nevertheless, an undercurrent of discussion, debate and criticism, partly in the halls of Congress, partly within the Commission and its staff, and partly elsewhere, which must be taken into account. Unconsciously, perhaps, and without direct expression, this undercurrent is now having an effect upon the issues raised at hearings and on the Commission's decisions, and seems likely to have an increasing effect, at least in the immediate future.

Neither matter can be discussed at length in this article. The question as to the propriety of ownership of two or more stations is heard most frequently with reference to the acquisition of stations by the principal national networks. A closely related question has to do with the relation between these networks and their affiliated stations, under contracts which, it is claimed, unduly restrict the independent operation of the affiliate stations and bring about an unnecessary duplication of network programs over the country, and a disregard of local needs in the community. The question has also been raised with respect to others than networks, for example, in cases where there is an attempt to acquire ownership of an unduly large share of the stations in a particular region or in a particular city, or too many stations in different cities. The Communications Act, it is argued, is based on the theory of preserving competition between radio stations and this theory is nullified if one individual or group acquires an excessive number of stations either nationally or locally. Incidentally, the Act specifically gives the Commission "authority to make special regulations applicable to radio stations engaged in chain broadcasting," but so far no such regulations have been made.

Not unrelated to the matter of multiple ownership is the tendency manifested at times by the Commission to require the applicant to be a resident of the locality in which a proposed station is to be established, in other words, to frown on absentee ownership. The decisions in which this requirement has been given effect (mostly the smaller stations) are not easy to reconcile with decisions in which the acquisition of large holdings of broadcast stations in different cities has been permitted.

Of the 704 broadcast stations in operation or authorized in the United States, somewhat over 200 are owned or controlled by newspaper interests. Some of them were acquired in the infancy of broadcasting, but many of them were acquired during the past two years during which there has been a virtual stampede on the part of the press to secure stations. As might be expected, these stations present a variety of situations. One situation is the case where the only newspaper (or newspapers) and the only station (or stations) in a given community are owned by the same person or corporation. Another is

the case where a newspaper publisher owns a number of stations but in different cities. A third is where the newspaper-owned station is only one of a number of competing stations in the city, the others owned either by competing newspaper publishers or by other interests. No one rule, whether based on competition or on some other principle, will cover these different situations. There is a school of thought which believes that since both newspapers and broadcast stations are competing agencies of mass communication to the public as well as competitors for the advertiser's dollar, they should be kept in separate hands. Another school of thought answers by saying that newspaper publishers are unusually well equipped to render good broadcast service, and that they are largely responsible for preserving such independence and competition as now exist in broadcasting. In any event, some of the thoughts of those that oppose newspaper ownership have found expression in a minority opinion by one member of the Commission, in speeches and statements by prominent members of Congress, and in a bill introduced in Congress during the current session, which would require a complete divorce of newspaper and broadcast station ownership.

GEOGRAPHICAL DISTRIBUTION OF STATIONS. The Act requires that in considering applications "the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

Even if this direction had not been in the statute, it is believed that the same principle would have been followed sooner or later under the standard of public interest, convenience or necessity.

A fair distribution of stations over the country, as between the larger regions or areas, follows almost automatically from the observance of sound engineering principles. The Commission has, at present, no specific rules for achieving or maintaining a "fair distribution," but its decisions are frequently motivated by the reasoning that a particular community has either too little or too much broadcasting service. There is no yardstick, however, based on population, economic considerations or other factors, with the result that the Commission's decisions have been far from consistent, even with respect to a given city.

From 1928 to 1936, there was in force a statute called the Davis Amendment, by which Congress directed the Commission, as nearly as possible, to make and maintain an equal allocation of broadcast facilities between five zones into which the country was divided, and a fair and equitable allocation between the States within each zone, according to population. This statute gave rise to a set of Commission regulations setting up a complicated quota system for determining the shares of the zones and the states. For both technical and practical reasons the statute proved impossible of execution, was never rigidly observed, and was finally repealed.

TECHNICAL REQUIREMENTS. It is an obvious corollary of public interest, convenience or necessity that a maximum efficient use be made of the limited number of radio channels. Interference should be reduced to a minimum, and licensees should be required to choose locations, to install apparatus and to operate their stations in such a way as to provide the service over the largest area, with the utmost of clarity and fidelity of reproduction, that is practicable within the limitations imposed by their licenses.

Such matters are largely covered by the Commission's regulations and the technical standards recommended by its Engineering Department. A showing of actual or intended compliance with these regulations and standards (or of justification for not doing so) is an exceedingly important part of the case of an

applicant for a new station, or for modification of the license of an existing station in any substantial respect. It is the usual practice for such an applicant to engage a recognized consulting radio engineer well in advance of the hearing, to prepare this portion of the case. The preparation frequently involves extensive tests, measurements and observations, either in the vicinity of the proposed station or at points where there may be claims of interference with existing stations. These are reduced to elaborate exhibits, fortified with calculations based on United States census reports and maps as to the population that will be benefited by new or improved service or injured by interference. Questions of international interference (e.g., to or from stations in Canada, Mexico and Cuba) must be taken into account.

It is customary to show that arrangements have been made for the transmitter site and for studio quarters, or, at least, that they are available with reasonable certainty. Frequently an option is secured on the transmitter site and a tentative lease or equivalent arrangement with respect to studios. Photographs of the site and of the building which is to house the studios are often introduced and of the transmitter building, the antenna towers and the interior of the studios where they are already in existence. The equipment to be installed is described in detail, and its estimated cost is carefully itemized, as is also the estimated monthly cost of operation.

ECONOMIC CONSIDERATIONS. The Act is silent on the economic factors, if any, which may be taken into account by the Commission in acting on applications having to do with broadcast stations. This is in marked contrast with the portion of the Act having to do with the Commission's common carrier jurisdiction over public utilities engaged in wire or radio communication. While hesitant to do so at the start, the Commission is, to an increasing extent, reading economic factors into the standard of public interest, convenience, or necessity, and, while there is still considerable doubt as to what weight it will give some of these factors in a particular case, they cannot be ignored.

These factors group themselves into two sets which overlap somewhat. The first set has to do with whether the proposed station will have sufficient means of support, i.e., adequate revenue from the sale of time, principally to advertisers. The second set has to do with possible adverse effects of the new station on the revenue of existing stations. The same questions are present, of course, when, instead of a new station, an increase of power or other improvement in an existing station's assignment is involved; or where an existing station in City A desires to move to City B. A number of instances of the latter sort have occurred, with the Commission's approval, where a station has moved from a smaller community, leaving it without a station, to a larger community already having several stations, for the sake principally of the greater advertising revenue.

The temptation is great at this juncture to digress into a discussion of the tremendous effect which the economic basis for broadcasting in this country has had on the allocation of assignments to stations, their location, and their service. The inevitable tendency, unless controlled by the Government, leads to the concentration of stations in large cities and thickly inhabited centers, at the expense of smaller communities and rural or sparsely settled areas. The chief executive of one of the large broadcast stations stated at a recent hearing:

> "The principal danger in our system is not that which you most often hear charged against it, namely, excessive or undesirable advertising. Such missteps as may have been made in this direction were, I am convinced, merely

the growing pains of a young industry, accentuated by the depression. The real danger in the economics of broadcasting is that the interest of the advertiser in reaching large masses of listeners, and the profit that is to be made in accommodating him, will result in laying down too many tracks of good reception to thickly inhabited centres and too few, or none at all, to sparsely settled areas, which are not such attractive markets . . ."

To demonstrate that there is sufficient economic support for a proposed station, resort has been had to a variety of devices by applicants and their attorneys. One device very much in vogue at present is to secure written assurances from business houses in the community that, if the application is granted, they will expend stated sums for advertising over the new station, on the basis of a rate card which the applicant has prepared and proposes to adhere to. Sometimes these assurances take the form of binding contracts; sometimes they are merely expressions of intention without binding legal force. The endeavor is usually to get such assurances to a total sum equal to, or greater than, the estimated cost of operating the station during the first year.

In addition, a heterogeneous mass of other data and information is customarily introduced into the record in the form of elaborate exhibits, or through the mouths of witnesses, usually taken from Government publications, State or Federal, or compiled by civic organizations such as chambers of commerce. These include statistics on wholesale establishments, retail establishments, service establishments, manufacturing industries, agricultural production, amusements, hotels, radio receiving sets, revenue paid for taxes, and what not, all designed to show the wealth and economic importance of the community. So far no one has found a way to prove how much money is spent for advertising through *all* media in a given locality (at least in the larger centres), let alone how much money is available or open to enticement for that purpose.

That these statistics have some effect is obvious from a reading of examiners' reports and Commission's decisions. Yet the query naturally suggests itself whether all the expense of time and money which this involves for the applicant, his opponents and the Government, could not be obviated by the formulation of principles based directly on population served, and a calculation of the number of competing broadcasting services of various sorts which can be supported by a given population.

The converse proposition, the economic effect of granting an application on existing stations in the same locality, need not be analyzed, since the nature of the usual proof may be readily deduced from what has already been stated. The Commission has not been consistent in its rulings as to whether the licensees of such other stations are entitled to notice or to intervene in the hearing; neither has the Court of Appeals in reviewing the Commission's decisions. So far, a newspaper publisher, not having a station, has not been recognized as having the right to intervene and oppose an application to establish a station in his community. The issue of adverse economic interest on the part of existing stations threatens to take a new and more vigorous turn in the near future, as applications for substantial increases of power on the part of a number of clear channel and regional stations come on for hearing and decision. The indications are that some of these applications will be strenuously opposed by the licensees of certain smaller stations which, if the power increases are granted, might find their restricted service areas within the orbits of good service rendered by the higher-powered stations, and the Commission will have to balance the possible economic injury to these smaller stations against the large rural and sparsely settled areas which will receive new or improved service from the increased power.

There is one phase of economics which does not enter into any interpretation of public interest, convenience or necessity as applied to broadcasting. That is rate regulation. The Communications Act confers no power upon the Commission to regulate the rates of broadcast stations, and the intent of Congress was that it should not have such power. In some of the early drafts of proposed statutes to regulate communications, broadcast stations were included within the definition of common carriers, and from time to time bills have been introduced to give the Commission this power of rate-regulation. So far such proposals have all been rejected. Indications are not wanting, however, that eventually there may be legislation of this sort.

The task that such legislation will impose is not enviable. It seems obvious that rate regulation cannot be predicated on valuation of physical assets without fantastic results and without making advertising by radio so cheap that all other media will be unattractive. On the other hand, the "circulation" (whether in terms of population or area covered) of broadcast stations varies between wide extremes and cannot easily be related to any one or more definitely ascertainable factors. Power is a factor but its benefits may be largely nullified by undesirable frequency, poor conductivity of the soil in the area in which the station is located and interference from other stations. A 100 watt station in parts of Texas and the Dakotas may have a larger daytime coverage than a 50 kw. station in New England. Then, too, there is the very intangible element of "popularity" depending on the public fancy and the station's program service.

PROGRAM SERVICE. The Communications Act contains several provisions which are related directly or indirectly to what may be broadcast. These provisions will be rapidly surveyed in the order in which they appear in the Act, before passing to a study of the Commission's activities in this field.

In their treatment of candidates for public office, broadcasters are under a sort of public utility obligation to treat competing candidates impartially. A broadcaster is under no obligation to allow the use of his station by any candidate. If, however, he permits a person who is a legally qualified candidate for any public office to use his station, he must afford equal opportunities to all other such candidates for that office in the use of his station. The Commission is directed to make rules and regulations to carry this provision into effect, but has not done so since none has proved necessary. Broadcasters generally have scrupulously adhered to the requirements of the statute. Some situations have raised interesting questions as to the proper interpretation of the statute, as in the case where the party of a candidate for president is not recognized in the State where a station is located. A really difficult problem is presented by the proviso "that such licensee shall have no power of censorship over the material broadcast under the provisions of this section." The Supreme Court of Nebraska has held that, notwithstanding this provision against censorship, the broadcaster is liable for damages to a person who may be defamed in the course of a speech by a candidate broadcast under the section! If this decision is followed elsewhere, it subjects the broadcaster to a perplexing dilemma from which he should be relieved (from which he has been relieved by statute in a few states).

The Act forbids the broadcasting of any obscene, indecent, or profane language. It also forbids the broadcasting of any advertisement of, or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

All matter broadcast which is directly or indirectly paid for must, at the

time it is broadcast, be announced as paid for or furnished, as the case may be, by the person paying for it. No broadcast station may rebroadcast the program or any part thereof of another broadcast station without the express authority of the originating station. There are also provisions in the Act having to do with distress signals, and unauthorized publication of communications which need not be summarized.

This brings us to a consideration of the Commission's power to legislate or adjudicate on the program service of broadcast stations under the standard of public interest, convenience or necessity. There is no more interesting or elusive problem raised by the Act than this.

We may begin with a prohibition contained in the Act which, because of its importance, will be quoted *verbatim.*

> "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

Chiefly, if not entirely, as a result of this prohibition against censorship, the Commission has not *legislated* on the subject of the program service of broadcast stations. Save for exceptions which may readily be distinguished, its regulations contain nothing of this sort. The exceptions have to do with such matters as the required keeping of program logs (specifically authorized by the Act), periodical announcements of the call letters and location of the station, and announcements to be made in connection with broadcasting of phonograph records, electrical transcriptions and other mechanical reproductions and rebroadcasts. The Commission's self-restraint has extended to advertising as well as programs; its regulations contain nothing by way of limitation on the amount or character of advertising. It and its predecessor commission have repeatedly held that because of the statutory prohibition against censorship, it does not have the power to make any such regulations.

Paradoxically, the Commission has taken the position that it may take such matters into account in the exercise of its *judicial* powers, that is, in granting or denying applications under the standard of public interest, convenience or necessity. When it is remembered that the same phrase governs both its legislative and its judicial powers, its position is difficult to justify. From the point of view of the applicant (and of the public, as well), it would seem preferable that, if the Commission is to exercise such control, it do so by regulations which would at least afford a measure of certainty as to the rules with which the applicant is expected to comply.

The legislative history of the prohibition against censorship seems to show that it was enacted by Congress with the distinct understanding that the Act gave the Commission no authority to censor *programs* in any way, either by regulations, or by Government scrutiny prior to release, or by *ex post facto* judgment; and that the phrase "public interest, convenience or necessity" did not carry with it any such power of censorship. In my opinion, this statement cannot be made with the same degree of confidence with regard to the Commission's power to make regulations with regard to the permissible amount or character of *advertising;* it may be that it has such power (although it denies that it has), but the question need not be debated here. In any event, the Commission's position that it may regulate *both* program service and advertising through the *ex post facto* process of decisions on applications has been upheld by

the United States Court of Appeals for the District of Columbia, but the question has not yet been passed on by the Supreme Court of the United States.

The situations in which the question usually arises are roughly of two sorts: (1) on applications for the establishment of new stations, and (2) on applications for renewal of license or related situations where a loss or impairment of the licensee's privilege may be imposed for failure to meet the test of public interest, convenience or necessity in the program service of his station. An applicant for increased power or some other improvement in assignment may be unsuccessful because of failure to meet the test. Or, deficiency in the service rendered by an existing station may be cited as a reason for granting an application for a new station which will cause either economic injury through competition or physical injury through interference.

The showing that is customarily made in support of an application for a new station includes elaborate testimony and exhibits in which are set forth the program service which the applicant intends to render. This includes sample programs by quarter hours covering a given period (usually a week), an analysis of those programs into various classifications (entertainment, news, religion, education, agriculture, civic, etc.), showing of talent and other program service that is available in the community and arrangements made for the use of such talent, the licensee's plans with respect to use of chain programs (sometimes an advantage and sometimes a handicap in almost identical situations), lists of educational, civic and religious organizations in the community which would use the station and testimony of representatives of those organizations that they would make such use, and that the station is needed, proposed standards of advertising admittance, etc. If there are existing stations in the same community, the showing may, and frequently does include evidence as to defects and insufficiencies in their program service, sometimes supported by actual phonograph recordings or stenographic transcripts of their programs, accompanied by analyses. If the applicant is a newspaper publisher, his opponents may endeavor to show that his standards of advertising admittance have not been of the best, or that his editorials have been intemperate. The foregoing is by no means a complete description of the issues which may be faced by the applicant for a new station.

The practice of subjecting a new applicant to a rigorous scrutiny at a hearing does have its advantages from the point of view of the public, particularly in the community or region where the station is to be located, and of impressing the applicant with the importance of the trust that is being reposed in him, even though the methods now in use are crude and involve a great waste of time and money. The chief dangers are, of course, that form will be taken for substance or that the applicant will be favorably or unfavorably treated depending on unimportant or irrelevant considerations (including his views on political, social and economic questions). It would be interesting and instructive, furthermore, if the elaborate program plans and positive assurances which have been so glibly brought forth at hearings during the past few years were compared with the later performance of the applicants after they became licensees.

There is cause for more serious reflection in the exercise of this same power over applications for renewal of license when the object or the possible outcome is discipline of the licensee through loss of his license or an impairment of his privileges. This subject cannot be even superficially summarized in an article such as this. A painstaking search of the Commission's decisions, reports and pronouncements will develop a multitude of minutiæ as to what will

be viewed unfavorably, but unfortunately the rulings are far from uniform or consistent.

From time to time since 1927 there have been indications that fortune telling, false, deceptive, or exaggerated advertising, advertising of proprietary remedies, "programs which contain matter which would be commonly regarded as offensive to persons of recognized types of political, social, and religious belief," liquor advertising, programs not "meeting a standard of refinement fitting our day and generation," use of stations as "mere personal organs," repeated defamation of public officials, excessive use of chain programs, excessive use of phonograph records, excessive sales talk, piracy of programs from another station (e.g., on play-by-play accounts of a baseball game), and a variety of other kinds of broadcasts might fall under the ban, sometimes lightly, sometimes heavily. Broadcasters have had to be particularly on the lookout for advertising and advertisers which have fallen or may fall afoul of the Federal Trade Commission, or the Bureau of Food and Drugs in the Department of Agriculture, or the Post Office Department. Moreover, it is not difficult to demonstrate from certain decisions of the Federal Radio Commission and of the reviewing courts that a broadcasting station can be put out of existence and its owner deprived of his means of livelihood for the oral dissemination of language which, if printed in a newspaper, is protected by the First Amendment to the Constitution against exactly the same sort of repression.

We have noted the provision in the Act requiring the giving of equal opportunities for use of the station to candidates for public office. The Act makes no further requirement of this sort with respect to other persons or with respect to matters of public interest, although from time to time bills have been introduced in Congress to this end. Yet the tendency on the part of broadcasters themselves has been voluntarily to comply with a high standard of fairness and neutrality on political, social, economic, religious and other issues, and to attempt to accord equal opportunities for expression of each of the two or more points of view on such issues. Lapses from this standard frequently result in vehement protests lodged with the Commission, or published in the press, and on occasions have been cited against applicants at hearing. It seems not unlikely that this principle of fairness and neutrality on issues of public interest will be read into the standard of public interest, convenience or necessity. Likewise, there is evidence of recognition of an implied obligation on the part of broadcasters to devote a certain portion of their hours to education, religion, matters of civic importance and the like. These implied obligations are, as yet, of the most nebulous character.

Two conceptions of the proper function of a broadcast station are possible. Under one conception, the broadcast station would, like a newspaper, have an editorial policy and might, if it chose, be the medium for expression of a violent partisanship. Under the other conception, the station, while not a public utility in a technical sense, would, on the whole, pursue a public utility policy toward all substantial groups and points of view in the community it serves. Without compulsion and by a gradual policy of evolution, broadcasters (including newspaper publishers owning stations) themselves have chosen the latter and their choice, sooner or later, seems destined to be reflected in the legal interpretation of the standard.

SALE OF BROADCAST STATIONS. Because of the importance of this subject, the pertinent provision in the Act is quoted in full:

"The station license required hereby, the frequencies authorized to be used by the license, and the rights therein granted shall not be transferred,

assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

Among the conditions that must be expressly stated in any license granted by the Commission is one that

"neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act."

The section having to do with construction permits contains the following:

"The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission."

These provisions, or their equivalent, have been law for over ten years, having been originally in the Radio Act of 1927 and, with certain revisions, having been carried over into the Communications Act. Yet, today it is impossible to know or to ascertain in advance on what basis the sale of a broadcast station may be consummated in order to obtain the approval of the Commission, and there are conflicting schools of thought within the Commission itself.

There are really two issues involved which should be kept entirely distinct. One of them presents no difficulty in itself. The legislative history of the above-quoted provisions shows that the intent of Congress was to require the purchaser of a station to be treated as a new applicant and to be subjected to the same test as to his eligibility to become a licensee. It would seem that, in this connection, the words "public interest" have the same meaning as "public interest, convenience or necessity."

The trouble has arisen over the second issue which, simply stated, has to do with the *price* for which the licensee may sell the station. To avoid unnecessary complications, the several methods by which the sale may be effected (direct assignment of license accompanied by a transfer of the physical assets or sale of a controlling interest in the stock of a licensee corporation) will be treated as involving the same question, and separate consideration will not be given to the matter of leasing a station.

On the one hand, it is contended that the Commission has no power to pass on the price which is paid or received for a station or that, if it has such power, it may safely approve a price based on a fair capitalization of annual earnings (e.g., six to ten times earnings). The latter theory was followed by the Commission in a decision rendered in August, 1936, when it approved a sale of a large clear channel station in Los Angeles to a network company for the largest price on record, $1,250,000. The Chairman of the Commission, in testifying later before a Senate Committee, seemed to agree with the view that price was of no concern to the Commission.

Other members of the Commission, however, have recently expressed the view that the matter of price is of great concern, and that under the law the Commission must disapprove any price in excess of a certain standard bearing some relation to the value of the physical assets constituting the station. As to what that relation should be, there is no evidence of agreement. One member of the Commission has inclined to the belief that the price should not exceed the value of the physical assets. Others seem to favor a basis somewhere between that value and the value based on capitalization of earnings.

Such points of view are usually based on provisions in the Act quoted under a previous heading, which negative any ownership of a channel in a

licensee and stipulate that no license shall be construed to create any right beyond the terms, conditions and period of the license. It is said that when the price is substantially larger than the value of the physical assets, then there is an attempted sale of the "channel," a "trafficking in wave-lengths;" that since the license is only for a brief period and there is no assurance of renewal, there is no justification for capitalization on earnings such as would be perfectly proper in fixing the value of any other business; and that no allowance can be made for "good will" or "going value" since both are directly dependent on use of the channel and future renewals of license.

This is not the proper place to debate the question as to the correct interpretation of the law. In any event, the matter has received considerable attention from members of Congress during the current session. At present there is no ascertainable principle or standard to guide those who wish to sell or to buy stations. The reader will readily appreciate the unfortunate effects of the uncertainty, with its bearing on estate and inheritance taxes and on the value of stock in corporations which hold licenses, in a business so important to its owners and to the public as is broadcasting.

VII. THE COMMISSION'S PRACTICE AND PROCEDURE—APPLICATIONS AND HEARINGS

As is already apparent, what we have called the judicial powers of the Commission are exercised almost entirely (so far as broadcasting stations are concerned) in connection with its decisions granting or denying various sorts of applications. These applications fall within five principal classes: (1) application for a construction permit; (2) application for a license; (3) application for renewal of license; (4) application for modification of license, and (5) application for the Commission's consent to an assignment of license or permit, or to the transfer of control of a corporation holding a license or permit. There are various sorts of special, experimental and temporary authorizations, authorizations connected with services which are auxiliary to broadcasting (for testing and for relay or pick-up purposes), applications involving permits to transmit programs across international boundaries, and others which need not occupy our attention separately.

The first step toward obtaining a license to operate a broadcast station (or, with certain exceptions, any other kind of radio station) is to apply to the Commission for a construction permit which, in effect, is a preliminary license covering construction of the proposed station. The application is made on a printed form furnished by the Commission, setting forth such facts as the Commission prescribes as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the proposed station, together with considerable detail regarding the nature, purpose and technical equipment of the station. It must be sworn to.

This application is first routed through the Secretary's office, the Engineering Department and the Law Department of the Commission. If the application is defective on its face, or is obviously in conflict with the requirements of the Act, or of the Commission's regulations, the normal practice is to return it without further ado, although there have been frequent departures from this practice.

The application is then reported back to the proper division of the Commission, in this case the Broadcast Division, for initial action. Under the Act, if the Broadcast Division finds that "public interest, convenience or necessity" will be served by granting the application, then the application may be

granted immediately. If this is done, the Commission's regulations give other parties who may be affected a 30-day period in which to file protests and force the application to hearing. Only in rare instances, however, is an application for a new broadcast station or an application involving any substantial change in the status of an existing broadcast station granted without hearing. Because of the crowded condition of the 90 channels used by broadcast stations and the fact that someone else is almost certain to be adversely affected, because also of convincing considerations of public policy, such applications are usually subjected to hearing. Thus, the first action of the Broadcast Division is to designate the application for hearing.

This hearing is usually before an examiner who makes a report and recommendation to the Broadcast Division, whereupon the application comes before the Division for the second time and is either granted, or granted in part and denied in part, or denied. At this stage, subject to the right of rehearing and the right to appeal to the courts, the action becomes final.

Let us assume that the application for a construction permit is granted. The permit specifies the dates before which construction must be begun and completed, but these dates are subject to extension upon application. Upon completion of the station and

> "upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstances arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station."

To make the showing required by the foregoing, and to obtain the license, an application for license is filed with the Commission. Normally, such an application is granted by the Broadcast Division without hearing and as a routine matter, provided none of the contingencies has arisen mentioned in the above-quoted excerpt from the statute. The construction permit itself carries with it authority to engage in operation of the station to a limited extent after construction is completed for the purpose of "program tests" pending action on the application for license.

Applications for renewal of license may not, under the Act, be granted more than 30 days prior to the expiration of the existing license. Under the Commission's regulations, the renewal application must be filed at least 60 days prior to the expiration date. Normally, renewal applications are granted as a matter of course, without hearing. When, however, the Broadcast Division has reason to believe that there is cause for disciplining a licensee, whether for violation of some provision in the Act or in the Commission's regulations, or for some failure to operate his station in accordance with the standard of "public interest, convenience, or necessity," it designates the renewal application for hearing and issues a temporary license to cover the interim pending the hearing and decision. The same procedure is followed where someone else files an application the granting of which would make the continued operation of the existing station impossible, e.g., an application for a new station on the same frequency in the same city.

Applications for modification of license are another very important group which are handled practically in the same manner as applications for construction permits. In fact, it is sometimes necessary to couple them with applications for construction permits, in cases where new transmitting equipment must be

installed. In some instances, applications for modification of license are for minor changes in the station or its equipment, or in order to install improvements required by the Commission's regulations; such applications are usually treated as routine matters and granted without hearing. Others are for important changes in the status of the station, such as increased power, a different frequency, different hours of operation, or a substantially different location (e.g., a different city). Such applications are, at present, rarely granted without hearing.

There remains a fifth class of application, applications for the Commission's consent to assignment of license or construction permit, or to transfer of control of any corporation holding a license or construction permit. In the past many, in fact most, such applications have been granted without hearing but, because of a changed point of view toward them which has recently developed, they are now more frequently subjected to hearing than not. In such hearings, the transfer and the transferee are normally the only parties, other than the Commission itself.

Of considerable importance are the various methods of holding hearings. The Act provides that "the Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice." A hearing on a particular matter, for example on an application for a construction permit for a broadcast station, may occur in any one of three ways in the Commission, depending on the will of the Commission. It may take place before the full Commission itself; this occurs rarely and only in cases deemed to be of unusual importance. Or it may take place directly before the division which has jurisdiction over that class of proceeding, which, in the case assumed, would be the Broadcast Division; this occurs infrequently, likewise in cases deemed to be of unusual importance. The normal method is to hold the hearing before an employe of the Commission called an examiner who, under the Act, "may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission." This is also true of the division directors, but they have not been used for this purpose.

Examiners may not be authorized to hold hearings with respect to a matter involving a change of policy by the Commission, the revocation of a station license, new devices or developments in radio, or a new kind of use of frequencies. In fact, however, they are regularly hearing some matters which would seem to come within these categories.

Space will not permit detailed discussion of the practice and procedure followed at hearings. The Act contains lengthy provisions dealing with the Commission's power to compel the attendance and testimony of witnesses and the production of books and documents relating to any matter under investigation; with the taking of depositions; with protection of witnesses against self-incrimination, and with the punishment of recalcitrant witnesses. The Commission has adopted extensive regulations governing its practice and procedure, contained in printed form; these should be consulted by the interested reader. Nevertheless, a few words dealing with the principal features of the hearing procedure will not be out of place, with particular reference to hearings before examiners.

Hearings are conducted very much after the pattern of trials before a court without a jury. Interested parties may, if they have complied with the Commission's regulations, appear and be heard in person or by attorney. The Commission requires that an attorney be first formally admitted to practice before

the Commission, except that an attorney from outside the District of Columbia may be admitted for a particular case. Witnesses are heard and cross-examined and documentary evidence is introduced very much as in court.

Prior to the hearing, the Commission notifies other parties likely to be affected by a granting of the application and makes liberal provision for all interested parties to intervene and participate. The parties most likely to be affected are those who have existing stations to which interference might be caused, those having pending applications which directly or indirectly conflict with the application being heard, and those who might be affected economically, such as the licensees of existing stations serving the same community. The Commission has not been entirely consistent in its recognition of economic interest, but for present purposes such interest may be assumed to be sufficient ground for participation in the hearing. Representatives of the Commission's Law and Engineering Departments also participate, and the engineer usually testifies and is available for cross-examination by the parties.

Some time after the conclusion of the hearing the examiner makes a written report to the proper division of the Commission, reciting the facts and conclusions which in his judgment are justified by the evidence, accompanied by a recommendation as to the decision to be made on the application. The law and engineering departments make confidential reports and recommendations. The parties to the hearing are given a specified period of time in which to file exceptions, that is, to point out alleged errors and omissions in the examiner's report. The Act requires that "in all cases heard by an examiner, the Commission shall hear oral arguments on request of either party." These oral arguments are usually before the proper division, and are ordinarily made by the attorneys. No new evidence is heard. The division then makes a decision granting or denying the application, effective at some specified date in the future. Thereafter it has its law department prepare a statement of grounds for its decision based on the evidence. This statement is mimeographed and made available to the public. These decisions are published from time to time in bound volumes.

Elaborate provision is made for rehearing. A decision of the Broadcast Division, for example, is subject to rehearing before the full Commission, but ordinarily the petition for rehearing is heard and determined on the petition and opposing documents filed with the Commission and is not followed by further hearing of evidence or oral argument. Sometimes, however, a new or further hearing is ordered, either by remanding the case to the examiner, or before the division, or before the Commission itself. When the decision has become final it is subject to a restricted right of review in the courts on appeal. This will be covered under the next heading.

This superficial review of the Commission's procedure has had to do with what we have called its *judicial* functions. There are also hearings incidental to what we have called its *executive* functions and its *legislative* functions. As we have already seen, its powers in these respects are exceedingly broad. It has

> "full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing . . . concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act."

It may, for example, and frequently does hold general hearings or conferences with reference to proposed new regulations or revision of existing regulations, or with reference to the position to be taken by the United States at international

communications conferences. The procedure at such hearings or conferences is usually informal, not covered by specific regulations, and not resulting in formal written decisions or open to appeal to the courts.

Space does not permit a description of the Commission method of handling the many complaints it receives. These are handled by the law department which ordinarily follows a routine of correspondence, first with the complaining party and, if justified, then with the broadcaster, in the course of which most complaints are informally disposed of. Comparatively few of them (at present 21) reach the stage of serious consideration by the Commission.

VIII. APPEALS FROM THE COMMISSION'S DECISIONS

Probably no commission in Washington is subject to so many kinds of review by the courts as the Federal Communications Commission. This is due chiefly to the several kinds of jurisdiction which have been united in this one agency. So far as court review of the Commission's actions on radio applications is concerned, however, the method is fairly simple—with three major and some minor exceptions. The major exceptions have to do with decisions (a) on applications for the Commission's consent to an assignment of a license or permit or to the transfer of control of a corporation holding such license or permit, (b) on applications for a permit to transmit programs to a foreign station which may be consistently received in the United States, and (c) on revocation proceedings. These exceptions will be discussed later on.

With respect to the remaining four classes of applications (for construction permit, for license, for renewal of license and for modification of license), an appeal may be taken to the United States Court of Appeals for the District of Columbia by (a) an applicant whose application has been refused by the Commission, or (b) by any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application. Persons who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the Commission's decisions are given the right to intervene and participate in the proceedings. In proper cases a stay order may be obtained from the court, which operates to suspend the effect of the Commission's decision pending determination of the appeal. In many cases, however, the mere taking of the appeal has all the effect of a stay order since the Commission will not issue the permit or other authorization applied for until the appeal is decided. The time within which such an appeal must be taken, and the procedure which must be followed by the appellant, the Commission, and interveners, are set forth in detail in the Act. The rules of the Court should also be consulted.

The Act provides that:

> "At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case to the Commission to carry out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari

on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal."

The significance of the proviso is considerable. Stated in its simplest terms, it means that the Court may reverse the Commission's decision if the Commission has erred in construing the *law*, but not if the Commission has made an erroneous finding on any issue of *fact* in the case unless there is virtually no evidence in the record supporting the finding of fact. Most cases before the Commission, like most cases before the courts, turn on issues of fact and not on questions of law. The proviso means, therefore, that there is really no right of appeal from the overwhelming majority of the Commission's decisions.

Since the enactment of the Radio Act of 1927 there have been 50 cases in which decisions of the Federal Radio Commission and of this Commission have come before the Court of Appeals for review. Eight of these were prior to July 1, 1930, when the appeal statute was revised into substantially its present form and the review was first limited to questions of law. Since then the Commission has never been reversed by the Court on any question except such as would be classified as procedural, that is, having to do with matters such as whether interested parties were entitled to or given proper notice and opportunity to be heard. At no time since 1930 (with one exception, and in this case the Court of Appeals was reversed by the Supreme Court) has the Court reversed the Commission on any question as to the proper interpretation of "public interest, convenience, or necessity"; indeed, in hardly any decision has it thrown any real light on the meaning of the standard. It should be added, furthermore, that these appeals are very expensive. The record of evidence at the hearing and of proceedings before the Commission must be printed at an average of over $2 a page; these records, for reasons which must be already apparent, run into an enormous size even in ordinary cases.

The right of review by the Supreme Court is very rarely granted. It has been granted in only one case since July 1, 1930, and then at the request of the Government.

At the outset three major exceptions were noted. The reasons for their being excluded from the method of appeal just described differ. The exclusion of the assignment-of-license cases results from a decision of the Court of Appeals itself which held (erroneously, in my opinion) that applications of this sort do not come within the description of applications for modification of license. The exclusion of border-permit cases and the revocation-of-license cases seems to be either accidental or due to a desire on the part of Congress to see to it that review of decisions of this sort occurs in the district where the licensee resides.

Whatever may have been the reasons, the result is apparently the same. Decisions of the Commission in these three classes of cases seem to be subject to another provision in the Act whereby court review is obtainable in the District Courts of the United States throughout the country, in the district where the parties reside or do business. If and to the extent that this provision proves inapplicable, the aggrieved parties must resort to what are known as proceedings for extraordinary writs (mandamus and injunction) in the United States District Courts for the District of Columbia.

IX. EXPERIMENTAL AND MISCELLANEOUS CLASSES OF BROADCAST STATIONS

Of great and constantly increasing importance in the service of broadcasting are several classes of stations which perform auxiliary or closely related services.

They are relay broadcast, international broadcast, television broadcast, facsimile broadcast, high frequency broadcast, and experimental broadcast stations. They are extensively covered in the Commission's regulations, and considerable space might profitably be devoted to a summary of definitions of these stations, allocations of frequency bands to them, restrictions on their use and operation, programs of research and experimentation that are required in connection with some of them, the practice and procedure that is specially applicable to them, and the problems, international and domestic, that are peculiar to them. It is not unlikely that a development of some of these services will take on proportions fully as interesting and important as the class of stations now occupying the broadcast band, and the day may not be far off when other portions of the radio spectrum (possibly the very high frequencies used by sound and visual broadcast stations) will be as much the object of attention on the part of the radio public. Within the past two or three years the sale of so-called all-wave receivers is evidence enough that listeners are not limiting themselves to stations in the band from 550 to 1500 kc.; millions are listening to high frequency broadcast programs from all over the world.

These classes of stations must, however, be passed over if this article is to be kept within reasonable bounds. With the exception of certain strictly auxiliary services, the Commission's regulations still clothe these classes with a more or less experimental status, excluding direct commercial use and sale of time. In fact, with respect to some of them to which the word "experimental" no longer applies in its scientific sense, the restriction is nevertheless maintained for various purposes although there are indications that it may soon be modified or done away with in such cases.

The Communications Act directs the Commission, subject to the standard of public interest, convenience or necessity, to

> "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

As pioneering in the very high frequency portions of the radio spectrum gives more and more promise of successful achievement, it may be assumed that the future will provide ample work for the Commission to do under this clause. The reader who is interested in Federal regulation of broadcasting cannot, therefore, safely confine his study to the class of broadcast station now most in evidence.

X. RADIO REGULATION IN TIME OF WAR OR OTHER EMERGENCY

Whatever may be the breadth of the Commission's powers over radio stations in times of peace, they are as nothing when compared to the power of the President in time of war or other emergency.

> "Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other public emergency, or in order to preserve the neutrality of the United States"

the President is given extraordinary authority. He may suspend or amend, for such time as he may see fit, the rules or regulations applicable to any or all stations. He may cause the closing of any station and the removal therefrom of its apparatus and equipment. He may authorize the use and control of any such station, its apparatus and equipment by any department of the Government

under such regulations as he may prescribe, upon just compensation to the owners. A method for ascertaining what is just compensation is provided in the statute.

The language of the statute justifies us in concluding that, under the circumstances which it specifies, there is virtually no right in a licensee as against the President even during the period of the license.

XI. INTERNATIONAL RADIO REGULATION

At several points in this article mention has been made of international agreements having to do with radiocommunication, together with some reference to matters covered by these agreements. Let us now make a rapid survey of the nature of these agreements and of such international organization as has been established under them for the regulation of radio.

The principal agreement now in force is the International Telecommunications Convention, signed at Madrid, Spain, on December 9, 1932, after a protracted conference of over three months. Some 73 nations signed this Convention, including the United States. This Convention represented a merger of two treaties, very much as the Communications Act of 1934 represented a merger of the functions of the Federal Radio Commission and certain functions of the Interstate Commerce Commission. Since 1875 there had been in force an International Telegraph Convention to which the United States had never been a party, largely because the Convention contained provisions based on government ownership of telegraph and telephone systems or on a degree of government control over them which our Federal Government did not have. Since 1906 (preceded by a preliminary agreement in 1903), there had been in force a series of International Radiotelegraph Conventions (Berlin, 1906; London, 1912, and Washington, 1927) to which the United States had been a party. These two Conventions were combined into one International Telecommunication Convention at Madrid.

To the Convention are annexed three bulky sets of Regulations, and some other documents which need not concern us. These are the Radio Regulations, the Telegraph Regulations and the Telephone Regulations. The Convention contains provisions only of a rather general nature; the details are in these three sets of Regulations. The Convention provides that a nation which signed it need sign only one of these sets. The United States signed only the Radio Regulations.

The next major international conference takes place beginning February 1, 1938, at Cairo, Egypt. The Convention will not be revised at this conference; the three sets of regulations will undoubtedly be considerably amended. For the first time, the United States is seriously considering signing the Telegraph Regulations if they are satisfactorily revised. Some of the issues that will occupy the attention of the delegates, so far as radio is concerned, have already been mentioned. The chief issue is, as at past conferences, the allocation of bands of frequencies in the radio spectrum to the various kinds of radiocommunication.

The administrative work under the Convention is performed by a bureau at Berne, Switzerland, known as the International Telecommunications Bureau. It publishes a monthly journal in French.

During the interim between the major international conferences, there are minor conferences designed largely for the discussion and solution of technical problems. These are under organizations set up by the Convention, one under each set of Regulations. In radio, this organization is known as the Inter-

national Radio Consulting Committee. It held its most recent meeting at Bucharest, Rumania, in May, 1937, attended by a delegation from the United States.

The Convention permits the making of regional agreements, for example, between the countries of a given continent, on matters of regional interest, so long as such agreements do not conflict with the Convention and the annexed Regulations. The United States has a regional agreement with Canada, and, at a conference held in Havana in March, 1937, and another to be held beginning November 1, 1937, is attempting to reach a regional agreement between the countries of North America, as well as of Central and South America. The chief problem at these conferences is usually the allocation of channels for broadcasting. Europe and certain regions adjacent to it also have regional agreements which (not very successfully) have attempted to regulate this allocation problem. An important factor in Europe and indeed at all international conferences, is the International Broadcasting Union, composed principally of European broadcasting organizations and companies, but also having members elsewhere in the world, including several in the United States.

XII. CONCLUSION

The reader will recognize that in this article an attempt has been made to embrace what might well be the subject of a lengthy legal treatise. Of necessity, the treatment has been superficial and subject to legitimate criticism for its omissions as well as perhaps an undue emphasis on certain features of the Communications Act of 1934. It is offered with the hope that the reader will be sufficiently interested to pursue his study further with a reading of the Act itself and an examination of authoritative sources of information as to its interpretation and administration.

COPYRIGHT: A PANORAMA OF THE LAW

By FRANCIS GILBERT

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Editor's note: Radio being an aural medium, it has naturally drawn many of its materials from the domain of intellectual properties for the ear. Music is a case in point. Because intellectual properties belong to some one, and still cannot be measured by the ton, like steel, nor by the yard, like cloth, the law as it relates to them vis-a-vis tangible property is at first hand a confusion of fought and unfought legal battles. In this article Francis Gilbert essays a panorama of the legal qualities of intellectual property, its history, its uncharted regions, and the relationship of intellectual to tangible property.

That this condensation of a necessarily complicated topic should serve as a penny-pocket-lawyer, enabling even the most uninitiated to step into court and defend his rights, is neither the intention of the author nor the VARIETY RADIO DIRECTORY.

That even the most uninitiated, however, may have an insight into the legal rights of materials with which he deals every day as a member of the broadcasting industry, is the hope of all parties concerned. Perhaps no other phase of radio has occasioned the sweeping controversies that intellectual property has aroused. Perhaps no other phase of radio stands in need of (like Knickerbocker's History of New York) "beginning at the beginning."

The author of this article, Francis Gilbert, has over a period of years been in intimate legal contact with all phases of intellectual property, and has figured prominently in numerous court cases in this domain. It is the opinion of the editors that his position, from time to time, "on every side of the fence" has cut personal opinion on controversial subjects to a minimum. He is a member of the bar of the State of New York, and a principal in the law firm of Gilbert & Gilbert.

To the most casual observer it must be obvious that literary and musical property, more accurately referred to as intellectual property, is an essential to a successful radio program. Radio not only uses such property, the creation of others, but also, to some extent, creates its own. Consequently, those charged with the responsibility of providing radio programs must of necessity become acquainted with the peculiarities of this unique property.

It is essential so to do, not alone to avoid the penalties resulting from the unlicensed use of property but also to protect that which has been created.

Common Law Rights

The protection with which the law safeguards intellectual property is known as "Copyright." Under the ancient law of England intellectual property was treated as any other kind of personal property. The artisan who created a chair had a property right in the chair only so long as he continued to own it. When he sold it, he naturally lost all right with respect to it. To the same extent the author or composer was protected in the ownership of his manuscript until he sold it, or sold or gave away copies of it.

The distribution of copies was called "publication"; therefore the ancient law of England provides that so long as the work was not published, that is to say, reproduced in copies for general and unrestricted distribution to the public, the creator or his successor was protected in the ownership of the manuscript, and no one other than the creator could make use of the work.

The creator could exhibit the work to a restricted group, or could even permit public performances to be given; but such exhibition or performance did not constitute a publication. As soon, however, as the creator caused his work to be reproduced in copies and the copies distributed unreservedly to the public, the law then provided that anyone who purchased or lawfully acquired a copy could,

in turn, make further copies of the work and give performances, or make such other use of the work as he desired without further permission of the creator.

This ancient law of England, which was known as the "common law," was adopted by the American colonies, and thereafter became the basic law of our various states.

This simple statement of the law affecting intellectual property is still the law of the land except in so far as it has been modified by statute.

Copyright (Statutory) Law

Unless a work has been published the common law right of the author endures forever, as distinguished from the statutory right which endures for 28 years from the first publication, with right of renewal for another 28 years.

The first Copyright statute, called the "Statute of Anne," was adopted by the British Parliament in the year 1710. This statute for the first time gave to the creator, after publication of his work, the exclusive right to make copies thereof. This exclusive right to make copies after publication came to be known as the right to copy or, as we know the term today, "copyright." The term "copyright" as originally used meant precisely what it indicated, namely, the exclusive right to make and distribute copies. Since those early days many statutes have been passed, in England, in the United States, and in practically every civilized country of the world, extending to the creator of a work exclusive rights with respect thereto after publication.

Under these statutes the creator enjoys not only the exclusive right to copy and vend, but also the exclusive right to publicly perform, to translate, to adapt, to arrange, to mechanically record, to convert a novel into a play, and vice versa, etc.

Notwithstanding the amplification of the exclusive rights created, the usage of the term "copyright" has continued. Today the term "copyright," however, must be understood as meaning, not one right but a group or collection of exclusive rights as enumerated in the statute and as interpreted by the courts.

Thus, intellectual property, while possessing all of the characteristics of other personal property, has, in addition, certain unique characteristics with which the creator must be well acquainted if he desires complete protection, and with respect of which the user must be fully informed lest he find himself in the uncomfortable position of a trespasser.

Neither time nor space will permit of an exhaustive presentation of the law of copyright. Accordingly, only such aspects of the law as more or less directly affect radio will be presented.

It would appear to be logical to first consider what is entitled to the protection of the copyright law and who is entitled to apply for such protection.

Scope of Copyright Protection

Copyright may be secured under our United States statute with respect to "all the writings of an author." The author or the proprietor of a work is entitled to the copyright. A corporation may be an author and entitled to all of the rights of an author if it has caused a work to be created under a contract of employment.

It is essential, however, that the work for which copyright is claimed must be *original* and *it must have been reduced to writing*. Copyright does not protect the idea itself but only the *expression of the idea*. One may have an idea for a book, a play, a novel radio program, etc., but so long as the idea is not expressed in words protection therefor cannot be found under the copyright law. If an

idea is communicated to another in trust or in confidence, and the confidence is abused, some measure of relief may be had, but not by virtue of the copyright law.

It is also of importance to note at the outset that the title of a work or the title to a radio program is *not* included in the protection of the copyright. Notwithstanding the failure of the copyright law to give protection with respect to titles, the courts have held that the title of an intellectual property partakes of the character of a *trade name* or *trade mark* and, consequently, any attempt to simulate a trade name or trade mark will be enjoined as a species of unfair trade.

Titles: Their Analogy to Trade Marks

The law of unfair competition has not remained static; on the contrary, it has developed as rapidly as business conditions and new forms of business enterprise required. For many years the courts have held that when a trade mark or title was used in connection with a particular kind of merchandise, the owner of the title or mark had the exclusive right to use it only in connection with the kind of merchandise to which it had been applied, and with all merchandise of the same general classification; but that his rights were not invaded if the said trade name or mark or title was used in connection with merchandise of an entirely different class.

Recently this doctrine of trade mark protection has been still further extended. The court had before it the case of a motion picture producer which, in its corporate title, had used the name of a well-known jewelry house. It was argued that there was no competition between these two businesses and that therefore there could be no conflict in the use of the name. The court held, however, to the contrary, stating that, "The more distinct or unique the mark, the deeper is its impress on the public consciousness and the greater its need for protection against vitiation or disassociation from the particular product in connection with which it has been used."

Radio broadcasting has developed a unique form of entertainment. Substantial sums of money are invested in the production of entertainment programs, intended primarily for creating good will either for the advertiser whose merchandise is being exploited or for the broadcasting station whose facilities are being used. *Names or titles used in connection with these programs are of the same general nature as the titles to theatrical, motion picture or other forms of entertainment, and as trade marks or trade names used in connection with merchandise.*

Although no case has as yet been reported, it would appear by analogy that the courts will apply to radio program titles, the principles of law already applied to other forms of unfair competition.

If a title is used for a sustaining program there can be no question that this title is the property of the station which created it. Where, however, the title has been created with respect to a sponsored program the question may arise as to whether the title belongs to the advertiser who sponsored the program or to the station. This question need never arise if proper provision with respect to such ownership is included in the contract between the parties.

Method of Obtaining Copyright

The "Copyright Act" provides two methods for obtaining copyright:

If the work is to be published, the copyright is obtained by the act of publication, with the notice of copyright, as required by the Act, affixed thereto and to each copy subsequently published or offered for sale in the United States. After

publication, with the copyright imprint, it is essential that the claim of copyright be registered. The registration is accomplished by forwarding to the Register of Copyrights, in Washington, D. C., two complete copies of the best edition then published, accompanied by a claim of copyright and application for registration. No action or proceeding can be maintained for infringement until these provisions with respect to the deposit of copies and registration of such work shall have been complied with.

Copyright may also be had of works, of which copies are not reproduced for sale, by the deposit in the Copyright Office with claim of copyright of one complete copy of such work if it be a lecture or similar production, or a dramatic, musical, or dramatico-musical composition.

Provision is also made in the Act for copyright with respect to other works, copies of which are not reproduced for sale; for example: motion picture photoplays, photographs, plastic works or drawings; but such works of no interest to radio are here ignored.

It is to be noted it is only a lecture or similar production, or a dramatic, musical, or dramatico-musical composition which can be copyrighted by the deposit of one copy without publication.

The Act provides that this privilege of registration of copyright without publication shall not exempt the copyright proprietor from the depositing of the two copies where the work is later reproduced in copies for sale.

The Copyright Office has uniformly held that it will not receive for registration any unpublished work unless it is one of the kind enumerated. A story in manuscript has been rejected by the Copyright Office because it was not a lecture or similar production, or a dramatic, musical or dramatico-musical composition.

Radio Scripts

Although the Copyright Office has no judicial functions, nevertheless, the tendency of the courts has been, wherever possible so to do, to follow the interpretations of that office. Accordingly, a practical problem is presented to the station desiring to copyright the script for a radio program. *In passing, it must be remembered that it is not essential that such radio script be copyrighted. This script, never having been published, is entitled to protection under the common law.* If, however, one desires to copyright a script for a radio program (assuming, of course, that such program is not reproduced in copies for sale or other distribution) the script must be in the form of a dramatic or dramatico-musical work. It is not necessary to incorporate any of the musical compositions to be included. In fact, unless permission to copy a copyrighted work has been obtained it would be extremely dangerous so to do. A radio script should contain all of the dialogue and proper references to the musical compositions which are to be played. The script, in any event, should be designated as a dramatic or dramatico-musical work.

The mere fact that the script contains words advertising a commercial product will not destroy its copyrightable status.

The decisions of the courts on this point, as in many others, illustrate the tendency of the courts to give copyright protection in an ever-increasing area. The courts have held that so long as the work is original and has even a low degree of artistic or literary merit it is entitled to copyright protection notwithstanding that it serves as an advertisement.

Separate Rights Under Copyright

At the outset of this article we stated that the term "copyright" signifies a group or collection of separate rights. These separate rights, all of which are exclusive, may be briefly stated as follows:

(a) To print, reprint, publish, copy and vend the copyrighted work.

(b) (1) If it be a literary work to translate it into other languages or dialects; or to make any other version thereof;
(2) If it be a non-dramatic work to dramatize it;
(3) If it be a drama to convert it into a novel or other non-dramatic work;
(4) If it be a musical work to arrange or adapt it;
(5) If it be a model or design for a work of art to complete, execute and finish it.

(c) If the work is a lecture, sermon, address or similar production, to deliver or authorize the delivery of it in public for profit.

(d) If it be a dramatic work and not reproduced in copies for sale to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, performed, represented, produced or reproduced.

(e) If it be a musical composition to perform it publicly for profit and to make any form of record thereof from which it may be read, or by means of which it may be reproduced.

The foregoing enumerated rights may be separately dealt with, and the conveyance of one right or the grant of a license with respect thereto does not give to the vendee or licensee any rights beyond that which was expressly granted. The sale of a musical composition, for example, does not carry with it a right to perform, nor does the grant of a right to perform carry with it the right to copy.

Public Performance

The terms "public performance" and "public performance for profit" have been judicially interpreted. The United States Supreme Court has held that the words "for profit" do not mean a direct profit, and accordingly that court held that a performance in a restaurant to which no admission fee was charged was a public performance for profit.

Subsequently, and in the early days of radio it was contended that a performance given in a broadcasting studio to which the public was not admitted was not a public performance, but the court held that such a performance was public because it was given under such conditions as made it available to the public.

Poems: Their Status

The statute gives the exclusive right of public performance to a lecture, sermon, address or similar production, and also to a drama, dramatico-musical work and a musical work. No exclusive right of public performance is given to the copyright proprietor of any other work. It has been argued, therefore, that a reading from a book or the recitation of a poem over the radio does not require the consent of the copyright proprietor of the work. In fact, in a recent

case a Federal Judge has held that the recitation in public for profit of a copyrighted work other than a lecture, sermon, address or similar production, a drama or musical composition, did not constitute an infringement of copyright. He stated, "The point is of some moment, now that radio broadcasting of novels, poems, and so on, is widespread."

This case was not appealed, and until the higher courts have passed on the same question the decision cannot be considered as authoritative. The decision that the copyright proprietor of a poem has no redress against a public recitation of the poem for profit was exact in its conformity with the words of the statute. The tendency of the courts, however, has been, in other instances, toward a more liberal construction of the copyright law to the end that the copyright proprietor may be protected against any use of his property without his consent.

In a fairly recent case the owner of the copyright of a book of cartoons sought to enjoin the manufacturer of toys fashioned after the character shown in the cartoons. There is nothing in the statute which states that the copyright proprietor of a cartoon has the exclusive right to manufacture dolls fashioned after the cartoon character; nevertheless, the Federal Court of Appeals held that the creator is entitled *to any lawful use of his property whereby he may get a profit from it.*

Is it not fair to assume that an appellate court may likewise hold that the copyright proprietor of a poem is also entitled to any lawful use of *his* property whereby *he* may get a profit from it?

Mechanical Recordings

The exclusive right to mechanically record is considerably diluted by the provisions for compulsory license inseparably connected therewith. The statute contemplated only phonograph records of the type known at the time of the enactment of the law, namely, in the year 1909. The law provides that if a copyright owner manufactures phonograph records of his work, or licenses others so to do, he must file notice thereof in the Copyright Office, whereupon any other person may make a similar use of the work upon filing a notice to the copyright proprietor of his intention so to do and the payment to the copyright proprietor of a royalty of two cents for each record manufactured.

If a copyright proprietor does not desire to make a mechanical recording of his work, or permit any other person so to do, no such recording can be made without his consent. If, however, he permits a recording to be made, then the provisions of compulsory license come into effect. The right to record, thus obtained through the medium of the compulsory license, does not carry with it the privilege of adapting, arranging or transposing, nor does it include the right to perform. For this reason and others not necessary to discuss at this time those manufacturing the so-called electrical transcription records, realizing that in the manufacture thereof it is essential to adapt, arrange and transpose; moreover, in order to insure that the person for whom such electrical transcription has been manufactured may not be deprived of the right to perform the same publicly the manufacturer usually deals with the copyright proprietor so that thereby, for the payment of an additional consideration, he may obtain from the copyright proprietor not only the right to use the work in a medley in association with other literary material, or in connection with advertising announcements—but also the assurance that the right to perform the work will not be withdrawn.

Although no case has been decided on the subject, grave doubt has been cast

on the right of the owner of an ordinary commercial phonograph record to use such record for the giving of a radio broadcast performance.

The Act also provides that if any person desires to obtain the protection of the compulsory license, before making any recording, he must serve notice of his intention so to do by registered mail on the copyright proprietor and send to the Copyright Office a duplicate of such notice. The practice, therefore, of making what is known as the "off the air" recordings is attendant with great risk unless permission has first been obtained from the copyright proprietor of the musical compositions which are to be thus recorded.

Conveniences of Copyright

It has already been stated that the common law right endures in perpetuity and that the owner of the common law right is not required to register his claim of ownership, or to comply with any formalities whatever.

The statutory copyright, however, endures only for twenty-eight years, with a right of renewal for an additional twenty-eight years, and, in addition, the law requires that the ownership of the copyright be registered in the Copyright Office as a condition precedent to the institution of any action for infringement. The provision of the Copyright Act is as follows:

> "No action or proceeding shall be maintained for infringement of copyright in any work until the provisions of this act with respect to the deposit of copies and registration of such work shall have been complied with."

It is thus obvious why those dealing with, or making use of, intellectual property, prefer to deal with property protected by statutory copyright and not by the common law.

One dealing with a work, the ownership of which is not registered under the statute, is always acting more or less at his peril. On many occasions, claims of common law ownership have been asserted with respect to musical compositions which have been publicly sung for many years, and in many instances have appeared in print.

The danger is well illustrated by the experience of a phonograph recording company, which made a record of a song that had been known and sung by the public for so many years that it had come to be accepted as a folk song. After the record was made, a claimant appeared who, to the satisfaction of at least one judge, established that he was the author of the song; that he had never given permission to print it, and that the manufacturer had made records without his consent.

The court held that his common law property right still existed, and that he was therefore entitled to an accounting from the manufacturer for all records thus made, the innocence and good faith of the manufacturer being immaterial.

With respect to a work copyrighted under the statute, such a situation could not arise. Under the statute, if the work was published, on every copy sold in the United States must appear the notice of copyright claim. Copies of the work must have been deposited in the Copyright Office. Unless the registration is made, no action for infringement can be maintained. If the copyright is thereafter assigned, the assignment must be recorded in the Copyright Office within a limited time after its execution, in default of which it is voided as against any subsequent purchaser or mortgagee for a valuable consideration without notice, whose assignment has been duly recorded. This danger, inherent in all transactions, having to do with common law copyrights, furnishes one of the most important grounds of objection to the United States becoming a party to the international copyright convention known as the "Berne" or "Rome Convention."

"Berne" or "Rome" International Convention

This international convention provides, in substance, that authors and composers within the jurisdiction of one of the countries of the convention, or union, as it is called, enjoy for their works, whether published or unpublished for the first time in one of the countries of the union, a full measure of copyright protection in all other countries of the union.

It is further provided:

"The enjoyment and exercise of such rights are not subject to any formality."

Accordingly, it is assumed that if any country desires to join this international convention, it will be impossible for such country, by its domestic law, to require publication, printing and registration, as formalities conditioned precedent to copyright.

It is because of this necessity to refrain from imposing the formality of publication and registration as a condition of copyright that fear has been expressed lest the United States, by becoming a party to such an international convention, may be compelled to discontinue the provisions for registration heretofore referred to, which today serves to some extent at least as a protection against inadvertent use of copyrighted works, with its ensuing serious consequences.

The term "infringement" has been used frequently in this article and deserves some attention.

Definition of "Infringement"

The "infringement" of an intellectual property is somewhat similar to a trespass of real property, or the unauthorized use or appropriation of personal property. Any use of a substantial portion of a copyrighted work, without the consent of the copyright proprietor, constitutes an infringement for which the law gives relief in various forms. It is to be noted that in order to constitute infringement there must be a use or appropriation of a substantial portion of the work involved. What constitutes such substantial portion depends upon the nature of the work. For example, in the case of a popular song called "I Hear You Calling Me" the use of that phrase only, with the music accompanying the phrase, was stated by a judge to be a substantial portion of the musical composition from which it was taken.

The words "substantial portion" cannot be defined with accuracy. Many illustrative instances could be given of the application of the rule, but nothing by way of a more definite guide can be offered. The question is always one to be determined by the court in its discretion.

Quotation under proper circumstances is permitted, but the quotation must be in good faith and must never be permitted to assume such substantial proportions as to constitute, in effect, an appropriation of a substantial portion of the work.

Irrespective of whether a work is protected by the common law or by the statute, an infringement of the work renders the wrongdoer liable to the injured party in damages. The injured party may also recover all of the profits derived by the wrongdoer from the infringement. A court of equity will also grant an injunction restraining a continuing infringement on either a common law or statutory copyright, and will also give such further relief as may be necessary to protect the property against further injury, as, for example, requiring the delivery up to the owner of any infringing copies and the destruction of plates, etc.

Penalties of Infringement

Congress, realizing that in many cases it is difficult, if not impossible, to determine either the amount of damage suffered or the profits which have accrued, undertook, in the Copyright Act, to see to it that, notwithstanding such difficulty, the copyright proprietor should nevertheless receive some redress. Accordingly, the Copyright Act provides that, in lieu of damages and profits, the Court may allow such damages as in the discretion of the Court may appear just, but the exercise of that discretion is limited by a schedule of damages which may be awarded and minimum and maximum limits are established. For example, in the case of an infringing performance of a dramatic or dramatico-musical work, the Court may allow $100 for the first and $50 for any subsequent infringing performance.

In the case of works other than dramatic or dramatico-musical works, for example, an ordinary popular song, the Court may allow $10 for every infringing performance. In no event, however, may the court allow less than $250 for any one infringement, nor more than $5,000. These limitations do not apply with respect to any infringements which occur after actual notice has been given to the wrongdoer.

Criminal Aspect of Infringement

In addition to protection by injunction and by the award of damages and profits, the Copyright Act provides that any person who wilfully and for profit shall infringe any statutory copyright, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon the conviction thereof shall be punished by imprisonment not exceeding one year, or by a fine of not less than $100 nor more than $1,000, or both, in the discretion of the court.

Performing Rights: A.S.C.A.P., Etc.

Not only is it essential for those who have to do with the commercial utilization of musical copyrights to have more than a passing acquaintance with the legal aspect of this kind of property, but it is also very desirable, and, in fact, rather necessary for them to have a complete knowledge with respect of the nature and functions of the various organizations which exercise a significant influence in the field. Among the most important of those organizations are the "performing right" societies.

The most important of these "performing right" societies is the "American Society of Composers, Authors and Publishers," better known as "ASCAP." This society, organized in the year 1914 by a handful of writers and publishers, today comprises in its membership practically every important publisher of music in the United States, and practically all of the writers of the so-called popular music and many of the writers in fields other than popular fields.

"Small" and "Grand" Performing Rights

To this society for a limited term of years all of the members convey a performing right with respect to their compositions. The society in turn grants to radio stations, hotels, restaurants, dance halls and other similar places, a license to publicly perform for profit all of the compositions within its repertoire. The right to publicly perform granted by the society is what is known as a "small right" of performance as distinguished from a "grand right." While it may be difficult to accurately define these terms, those in the industry in actual practice seem to have very little difficulty in their application.

Generally speaking, the performance of a composition as part of the stage pro-

duction or motion picture production in connection with which it was originally written, is deemed a "grand right" performance; while the performance of the same composition, separate and apart from its original setting in a non-dramatic form, is deemed a "small right" performance.

While ASCAP's license would authorize the performance of each of the compositions contained in an operetta, it would not authorize the giving of the performance of all of those compositions at one time connected by dialogue or associated with dramatic atmosphere. The "small right" of performance granted by ASCAP authorizes the licensee to give public performances of individual musical compositions in a non-dramatic form, unaccompanied by dramatic incident or dialogue, or any of the appurtenances of a stage or dramatic performance.

With respect to those compositions intended exclusively for instrumental rendition, such as symphonies, suites, concertos, etc., the differentiation between "small right" performances and "grand right" performances is more difficult. If a work of this kind is performed in its original form, the performance may be deemed a "grand right" performance. The performance of a given work by a symphony orchestra might be deemed a "grand right" performance, while the performance of the same work by a small orchestra might be deemed a "small right" performance.

Restricted Performing Rights

By virtue of the contract between ASCAP and its members, the member reserves the right, to be exercised in good faith, to restrict, limit or prohibit the public performance by radio broadcasting of any of his works otherwise included in the society's repertoire, it being particularly provided that in the case of a restriction, limitation or prohibition directed by the owner in respect of separate numbers, songs, fragments or arrangements, or melodies or selections forming part of a musical play, or other dramatico-musical composition, such notice of restriction, in order to be binding upon the society, shall require the approval of the composer and author, as well as the publisher of said work.

The members of ASCAP frequently exercise this right of restriction and accordingly ASCAP from time to time notifies its licensees with respect to the compositions placed on the restricted list, the practical effect of which is, for the duration of such restriction, to withdraw such compositions from the repertoire of ASCAP and consequently from the protection of the performing license granted.

ASCAP does not grant a license for the performance of any one work or any group of works. The license granted by ASCAP authorizes the licensee, in consideration of the payment of a fixed compensation, to perform any or all of the unrestricted works comprised in the society's repertoire. ASCAP and its method of licensing have been the subject of much controversial discussion. With respect to one aspect, however, there seems to be a unanimity of opinion. It is conceded that the broadcasting stations of the United States require for their programs thousands of musical compositions each year. These compositions must be made readily available, and a broadcasting station must have reasonable assurance, when it gives a performance of a composition, that it has been duly licensed so to do by the person having the right to grant the permission. Were each station to maintain its own bureau for this purpose, and were each station compelled to deal separately with the owners of these thousands

of compositions, the cost to each station of maintaining such a bureau would undoubtedly amount to a substantial sum in addition to the amount of royalty which would necessarily have to be paid for the right of performance.

The existence of ASCAP eliminates such necessity, with the consequential saving to the stations in time, effort and money, and in addition, reduces to a minimum the danger to the stations, of claims of copyright infringement.

There are other similar performing rights societies operating in the United States, but ASCAP is the most important, and the others so closely resemble ASCAP as to require no special attention.

Mechanical Rights: M.P.P.A.

The "MPPA," or Music Publishers Protective Association, is a trade association of music publishers having to do primarily with the problems of the industry. During the last ten years, however, this organization, through the medium of a separately and independently operated agency or trusteeship, has endeavored to facilitate the commercial relations between the publishers and those desiring to be licensed under the copyrights owned by the members with respect to the various rights comprised in the copyright other than the right of public performance.

By reason of this central agency or trusteeship, motion picture producers, manufacturers of electrical transcription records, and others who desire to obtain licenses under musical copyrights, have been facilitated in their operations.

In this article it has not been our purpose to present a detailed legal exposition of the law of copyright. On the contrary, our purpose has been only to point out some of the characteristics of "intellectual property." Those dealing with this kind of property may save themselves from many difficulties and from much expense if they view the creations of the author and composer as a property to be respected as all other property is respected.

Summary and Review

By way of summary, we again call attention to the following:

(1) Intellectual property is recognized by the law as a species of personal property. It may be bought, sold, mortgaged or transferred. It has certain characteristics which give it a unique value and for the protection of these special aspects the law provides, and the Court enforces, special remedies.

(2) In the United States, by the common law, the creator of an intellectual work is protected with respect thereto in perpetuity, or until he publishes it. Congress, in its desire to promote the development of the arts, has provided for the creator a protection in the exclusive enjoyment of his property after publication, but the statutory protection is limited to the statutory period, namely, twenty-eight years, with a renewal period of twenty-eight years.

(3) Under the Common Law there is no obligation to register ownership, but under the statute the copyright proprietor must register his ownership, and until he does so, his right of recourse to the courts is suspended.

With respect to both the so-called Common Law Copyright and the Statutory Copyright, the courts are empowered to protect the copyright from invasion or trespass by awarding damages, profits, by granting injunctions, or by ordering the seizure of the offending copies and the plates and type from which they were or may be made. An infringement of a common law copyright is not a crime, but a wilful invasion of the statutory copyright is a crime and punishable as such.

THE LAW IN REGARD TO DEFAMATION, LOTTERIES, AND "PROPERTY RIGHTS" IN NEWS

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Editor's Note: Three legal concepts are herein grouped into a united series of articles with this point in common—the law relating to them is also, in the main, the law as it has applied (prior to radio) to the press.

As in other articles on law set forth by the VARIETY RADIO DIRECTORY, *this digest is in no way intended to equip the layman with the detailed tools of the profession. Rather, the aim has been to sketch in clear outline strokes the panorama of the law as it appertains to subjects of imminent importance.*

All three matters broached by this authority are currently much discussed in radio. Defamation is an ever-present topic. Lotteries, or near-lotteries, have become a spectre since the advent of the "novelty" program. And "property rights" in news have gained a wide distinction following the famed "Battle of Bellingham."

Introduction

The scope of this article (dealing briefly with questions of libel and slander, lottery, and "property rights" in news, in their application to radio) roughly approximates the relationship of radio to the public at large as an instrumentality of public information and education, in contrast to its availability as a medium of publicity for the dissemination of the merchant's message.

By a similar token, it also touches the three points at which radio takes on the attributes of the public press.

While the cases dealing with these several questions are few, there have been a sufficient number to trace the general trend of the judicial mind, and to apply to that newest instrumentality of information those concepts which appertain to its maturer but less flexible kinsmen.

Defamation by Radio

Is defamation by radio properly classifiable as libel or as slander?

The distinction is not academic, for slander is the lesser offense, and cases have held that while some utterances are libelous if reduced to the written word, those same utterances are not slanderous if orally uttered.

The spoken word—prior to the advent of radio—was thought of as the spontaneous act of the speaker, its effectiveness varying with the personality of the speaker, his gestures, the tone of his voice, the character of the audience, or the nature of the community where the utterance came into being.

Libel was different; it presumed premeditation; greater forethought and greater care were imputed to him who reduced to writing a defamatory aspersion upon the person or the business of his neighbor. There was the added factor of permanence; the defamatory publication remained in circulation, and the person defamed might find himself continuously besmirched long after the original writing had first come to the attention of the public.

When these considerations are applied to the contemporary methods of radio broadcast, in superficial outline the defamatory message transmitted by ether

waves would seem to place that type of communication in the realm of slander, but the more penetrating view dictates the conclusion that defamation by radio, in principle, *is more nearly like libel than slander.*

This might appear to be an arbitrary result. Assuredly, there is nothing permanent (except by transcription) in the sounds which reach the ear of the listener through the receiving set. An engineer might contend that the life of the radio sound is even more brief than that of the average spoken word, in that radio waves disappear more rapidly in space than the ordinary word travelling from a speaker to his audience.

But there the resemblance ceases. Time on the air is a salable business commodity. Doubtless there is as great a degree of care (premeditation) displayed in selecting the script for a radio broadcast as there is in selecting the language for a newspaper article or editorial, or for an advertisement that reaches the public through the public press. The words of radio pass from one end of the land to the other. They are rarely localized, as in the case of a speech or conversation; if it were to be presumed that they would be so localized, there would be slight demand for radio licenses. An added degree of care is applied in the very words chosen—they are selected for their universal meaning, as distinguished from sectional *argot,* in order that they may be correctly understood by the vast audience reached.

Two cases bear directly upon the distinction between libel and slander in their application to radio. The first is **Sorenson v. Wood,** decided in the State of Nebraska, in the summer of 1932; the second is **Miles v. Wasmer, Inc., et al.,** decided in the State of Washington, in the late summer of 1933. The Nebraska case, a leading case in the sense that it was one of first impression, was quoted with approval by the Court in the Washington case. It might be interesting to examine the facts before the Courts in those two instances.

In Nebraska, an election was on; it was a heated campaign. Things were said over the radio which, in the opinion of the Court, exceeded the bounds of propriety, even in a political contest. The person defamed sued the *radio station* upon its liability as a publisher, and the form of the suit was an action in libel. The plaintiff won in the trial court, and the judgment was sustained by the Supreme Court of Nebraska. Three principles seem to have been laid down by that Court:

First: *Defamatory words, read aloud, by a speaker, from a written article, and broadcast by radio, constitute libel rather than slander.*

Second: *The defense that the holder of a Federal license for a broadcast station is a common carrier, within the meaning of the Interstate Commerce Act, is unavailable.*

Third: *The Federal prohibition of the censorship of material broadcast over a radio station by candidates for public office merely prevents the licensee from censoring words as to their partisan or political trend, but does not give a radio station the privilege to join and assist in the publication of a libel.*

The Court drew an interesting analogy in reaching these conclusions; it looked to the law of fair competition for guidance; it laid down legal rules which assimi-

lated the field of radio to the domain of the daily newspaper. The following language is very significant:

> "The defendant company, like most radio broadcasters, is to a large extent engaged in the business of commercial advertising for pay. It may be assumed that this is sufficient, not only to carry its necessarily large overhead, but to make at least a profit on its investment. For it appears that the opportunities are so attractive to investors that the available airways would be greatly overcrowded by broadcasting stations were it not for the restriction of the number of licensees under federal authority. Such commercial advertising is strongly competitive with newspaper advertising because it performs a similar office between those having wares to advertise and those who are potential users of those wares. Radio advertising is one of the most powerful agencies in promoting the principles of religion and politics. It competes with newspapers, magazines and publications of every nature. The fundamental principles of the law involved in publication by a newspaper and by a radio station seem to be alike. There is no legal reason why one should be favored over another, nor why a broadcasting station should be granted special favors as against one who may be a victim of a libellous publication."

Miles v. Wasmer, Inc., et al., decided by the Supreme Court of the State of Washington ten months after the Nebraska case, approves the earlier case in so far as the liability of the radio station is concerned.

The Washington case had its *raison d'etre* in the late prohibition amendment. Plaintiff was the county sheriff; one of the defendants was a broadcasting station. It appeared on trial that a newspaper, dedicated to the cause of repeal, had purchased "time" on the air from the defendant radio station in which to broadcast a statement to the general effect that the sheriff was engaged in confiscating moonshine stills and selling the stills cheaply to any willing purchaser, thus permitting other and less experienced moonshiners to go into business with a considerably smaller overhead. It was suggested that perhaps the county needed the money. In point of fact, it was proved that the stills were broken up before they were sold, and then sold as copper. The Court held that the broadcast constituted an imputation of incompetence on the part of the sheriff and that he was entitled to recover damages against the radio broadcast station. Here again the Court drew an analogy between the radio broadcast station and its competitor, the newspaper. It reached the same conclusion as the Nebraska Court, as to the radio broadcast station, and said that the "views there expressed are sustained by reason."

Coffey v. Midland Broadcasting System, et al., decided in Kansas City in 1934, by implication reaches the same conclusions as heretofore set forth.

The judicial reasoning which applies to radio broadcast legal concepts applied to previously existing mediums of publication, would appear to find historical and logical justification.

Radio and Lottery

A Federal law of 1934 (the only one which will be here considered) specifically prohibits the use of radio to report or disseminate news concerning lotteries. The statute is all inclusive; it relates to sponsored as well as to sustaining broadcasts.

This statute gives consideration to radio as an instrumentality of public edu-

cation and influence comparable to the United States mails, for, in general, it is modelled upon the Postal Lottery statute*.

There is no great difference between the two statutes**. The ether belongs to the people, just as, presumably, the Post Office Department belongs to the people; individuals addressed receive communications through the mails; radio transmits simultaneously to the entire public. Federal jurisdiction over the former is expressly conferred in Article I, Section 8 (7) of the United States Constitution, over the latter, by the interstate commerce clause thereof.

What is a lottery?

Its essential elements are three: consideration, chance and prize. Any combination of circumstances which results in these three elements being present constitutes lottery. The absence of any one of the three means that there is no lottery.

"Consideration" means something of value. It, of course, includes the payment of money; it also includes, under "postal" decisions, performance of any act advantageous to the sponsor of the lottery.

"Chance" is more difficult to define. The law prohibits lotteries which are "dependent *in whole or in part* upon lot or chance." Chance may be said to exist where the possibility of greater return (prize) depends upon some determinative element without the control of the participant, and independent of any act of his, *even though some return is guaranteed,* the gambling spirit being engendered by the uncertainty of the enrichment and the appeal to cupidity.

A "prize" is that which a contestant receives in excess of that which he has invested and which has not been earned by merit.

The best defense to a charge of lottery is to prove that "chance" has been replaced by "skill." A person may lawfully be rewarded for skill, ingenuity, or acumen, whereas he might have no right to participate in a scheme where the roll of a die or the drawing from a hat would determine the extent of his reward.

It is of common knowledge to all in the radio broadcasting industry that the grant, or continuance of Federal licenses hinges upon the question of whether the station will, or does, operate in the public interest, convenience and necessity. *It being established by a long line of Federal decisions that lotteries are not in the public interest, the broadcast station which participates in such a scheme finds itself not only liable to fine, and its officers to imprisonment, but runs the chance of losing its very birthright, its license to broadcast.*

How about publishing winners of a lottery, after the lottery has taken place, such, for example, as the Irish Sweepstake? The answer is conjectural, for the language of the 1934 statute is susceptible of two interpretations, and appears not to have been interpreted by the Courts. *It would, however, seem safer not to broadcast even the names of winners.*

"Property Rights" in News

The title is a misnomer. It is here used (in quotation marks) because it has been given a wide discussion in recent years both in and out of Court.

There is no property right in news, as such.

News content is never subject to the exclusive right of one person. News reports, once published, and unless protected by copyright, are common property

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* 35 Stat. 1129 (1909), 18 USCA, 336 (1934).

** 48 Stat. 1089 (1934), 47 USCA, 316 (1934). "The Broadcasting of *any* advertisement of or information concerning *any* lottery . . . (etc.)." (Italics added.)

in the public domain, which may be transmitted by word of mouth, by radio, or otherwise.

There is, however, a right in the collector of news to be protected from unfair competition.

A situation involving the so-called "piracy" of news, either by a rival press association, a rival newspaper, or a radio station competing with a newspaper, in order to be illegal, must contain two elements: First, there must be an unfair appropriation of the news, through tapping in on the wires of a competitor, subsidizing or bribing the competitor's employes, or some similar device; and second, there must be a use of the news so appropriated in competition with the collector thereof, without independent investigation either prior or subsequent to the lifting.

The mere appropriation of news is condoned, for unless used, there can be no damage to the competitor, and hence, no unfair competition; the mere use of news as "tips" followed by a subsequent investigation and verification is not unlawful, for, as the Supreme Court of the United States has recognized, the taking of "tips" is common practice among all press associations.

The most pertinent unanswered question, and it is solely a question of unfair competition, and not one of "property rights" in news, is whether a radio station, in competition with a local newspaper, can buy the first edition off the press and broadcast it, in whole or in part, before the newspaper has had a chance to reach all, or a large part, of its subscribers; that question is still unsettled.

The point was raised in **Associated Press v. KVOS** (sometimes referred to as the Battle of Bellingham), but technical considerations of jurisdiction have left the matter in a state *where the uncertainty of the law dictates utmost caution on the part of the broadcaster**.

This question would be most successfully tested in a suit between a daily newspaper and its local competitor, the broadcast station, where realistic questions of unfair competition and unjust enrichment take the place of a Don Quixotic jousting at such an ephemeral concept as "property rights" in news.

"CHANNEL" A FIGURE OF SPEECH

The word "channel" is, after all, only a figure of speech, and, like all figures of speech, it is subject to extravagant and misleading implications. All too easily it is used to convey the impression of a paved highway in the ether (which itself is only an hypothesis found convenient by scientists) clothed with the incidents of ownership, government or private, that attend a right of way over real estate. The fact is, that the only property used in radiocommunication consists of the radio transmitter (and auxiliary equipment) at one end and a radio receiver at the other. The transmitters are *regulated* (not owned) by the Government so that they will operate in such a manner as not to cause undue interference. In other words, the Government performs the functions of a traffic policeman, imposing restrictions on the use of private property in the interest both of the owners thereof and of the public. *(From a comment by Louis G. Caldwell.)*

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* Editor's Note: The "Battle of Bellingham" ended in the Supreme Court of the United States in favor of the defendant (KVOS). The case was terminated via a technicality of failing to show specific damages requisite to Federal jurisdiction.

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30 Rockefeller Plaza
New York City, N. Y.

Guider, John W.
810 Colorado Bldg.
Washington, D. C.

Gum, James W.
815 Fifteenth St., N. W.
Washington, D. C.

Hanley, James H.
Tower Bldg.
Washington, D. C.

Hannon, William A.
1600 Ins. Exchange Bldg.
Kansas City, Mo.

Hanson, Elisha
729 Fifteenth St., N. W.
Washington, D. C.

Harry, Laurence W.
2800 Terminal Tower
Cleveland, Ohio

Hausman, Albert E.
105 North Seventh St.
St. Louis, Mo.

Hawkes, Ashley L.
1030 National Press Bldg.
Washington, D. C.

Hennessey, Philip J., Jr.
National Press Bldg.
Washington, D. C.

Hildreth, Melvin D.
716 Evans Bldg.
Washington, D. C.

Horne, Richard C., Jr.
908 G St., N. W.
Washington, D. C.

Hoshour, Harvey
195 Broadway
New York City, N. Y.

Hurd, George F.
52 Broadway
New York City, N. Y.

Hurt, William
30 Rockefeller Plaza
New York City, N. Y.

Hyde, Charles A.
602 Engineers Bldg.
Cleveland, Ohio

Hyde, Rosel H.
Federal Comm. Comm.
Washington, D. C.

Jacobs, Carl M., Jr.
1301 Traction Bldg.
Cincinnati, Ohio

Jameson, Guilford S.
921 Tower Bldg.
Washington, D. C.

Johnston, E. D.
Munsey Bldg.
Washington, D. C.

Kahn, Alexander
220 Broadway
New York City, N. Y.

Karbe, Otto F.
105 North Seventh St.
St. Louis, Mo.

Kaye, Sidney M.
165 Broadway
New York City, N. Y.

Kendall, John C.
358 U. S. Bank Bldg.
Portland, Ore.

Kendall, John W.
Earle Bldg.
Washington, D. C.

Kern, Howard L.
67 Broad St.
New York City, N. Y.

Kerr, William L.
Pecos, Texas

Kimball, Ralph H.
60 Hudson St.
New York City, N. Y.

Kopietz, Frank M.
1326 National Bank Bldg.
Detroit, Mich.

Kremer, J. Bruce
921 Tower Bldg.
Washington, D. C.

Krizek, J. F.
722 North Broadway
Milwaukee, Wis.

Kurtz, Alvin A.
460 North Commercial St.
Salem, Ore.

Ladner, Henry
30 Rockefeller Plaza
New York City, N. Y.

Lamb, William H.
1835 Arch St.
Philadelphia, Pa.

Landa, Alfons B.
815 15th St., N. W.
Washington, D. C.

Landon, S. Whitney
195 Broadway
New York City, N. Y.

Law, George Stewart
Union Bank Bldg.
Pittsburgh, Pa.

Leahy, William E.
Investment Bldg.
Washington, D. C.

LeRoy, Howard S.
415 Colorado Bldg.
Washington, D. C.

Leuschner, Frederick
1016 North Sycamore St.
Los Angeles, Calif.

Levinson, Louis
1622 Chestnut St.
Philadelphia, Pa.

Levy, Isaac D.
1622 Chestnut St.
Philadelphia, Pa.

Littlepage, John M.
Union Trust Bldg.
Washington, D. C.

Littlepage, Thomas P.
Union Trust Bldg.
Washington, D. C.

Littlepage, Thomas P., Jr.
Union Trust Bldg.
Washington, D. C.

Lohnes, Horace L.
Munsey Bldg.
Washington, D. C.

Louchs, Phillip G.
National Press Bldg.
Washington, D. C.

Lovett, Eliot C.
729 Fifteenth St., N. W.
Washington, D. C.

McCauley, Raymond F.
2 Columbus Circle
New York City, N. Y.

McCormick, H. L.
Munsey Bldg.
Washington, D. C.

McDonald, Joseph A.
30 Rockefeller Plaza
New York City, N. Y.

Mack, Edwin S.
1504 First Wisconsin National
Milwaukee, Wis.

Marks, Norman L.
10 E. 40th St.
New York City, N. Y.

Martin, Paul L.
524 Omaha National Bank
Bldg.
Omaha, Neb.

Masters, Keith
33 North LaSalle St.
Chicago, Ill.

Mather, E. Everett, Jr.
1835 Arch St.
Philadelphia, Pa.

Meyers, Milton H.
182 Grand St.
Waterbury, Conn.

Miles, Clarence W.
1841 Baltimore Trust Bldg.
Baltimore, Md.

Miller, Henry
117 North Sixth St.
Camden, N. J.

Milligan, J. L.
617 Commerce Bldg.
Kansas City, Mo.

Milne, T. Baxter
725 Thirteenth St., N. W.
Washington, D. C.

Morrow, Henry B.
1331 G St., N. W.
Washington, D. C.

Mullen, Arthur F.
931 Tower Bldg.
Washington, D. C.

Myers, Robert P.
30 Rockefeller Plaza
New York City, N. Y.

Neal, Annie Perry
Federal Comm. Comm.
Washington, D. C.

Neyman, Fanney
Federal Comm. Comm.
Washington, D. C.

Noe, Henry M.
52 Broadway
New York City, N. Y.

O'Brien, Seymour
2400 Baltimore Trust Bldg.
Baltimore, Md.

O'Ryan, John F.
120 Broadway
New York City, N. Y.

Oehler, Karl F.
1365 Case Ave.
Detroit, Mich.

Oliver, Fred N.
519 Investment Bldg.
Washington, D. C.

Patrick, Duke M.
Colorado Bldg.
Washington, D. C.

Peck, Herbert M.
500 North Broadway
Oklahoma City, Okla.

Perry, David R.
Altoona Trust Bldg.
Altoona, Pa.

Peycke, Tracy J.
1215 Telephone Bldg.
Omaha, Neb.

Porter, George B.
Federal Comm. Comm.
Washington, D. C.

Porter, William A.
Union Trust Bldg.
Washington, D. C.

Powell, Garland
Radio Station WRUF
Gainesville, Fla.

Pratt, Elmer W.
1031 Tower Bldg.
Washington, D. C.

Price, T. Brooke
195 Broadway
New York City, N. Y.

Prime, Edward G.
30 Rockefeller Plaza
New York City, N. Y.

Proffitt, James L.
1050 National Press Bldg.
Washington, D. C.

Quigley, Frank
195 Broadway
New York City, N. Y.

Rainey, Garnet C.
1300 Quimby Bldg.,
620 S. Grand Ave.
Los Angeles, Calif.

Randall, Cuthbert P.
Telephone Bldg.
Omaha, Neb.

Randall, Frank E.
Telephone Bldg.
Omaha, Neb.

Ray, John H.
195 Broadway
New York City, N. Y.

Ream, Joseph H.
485 Madison Ave.
New York City, N. Y.

Roberson, Frank
Federal Comm. Comm.
Washington, D. C.

Roberts, Glenn D.
1 West Main St.
Madison, Wis.

Rollo, Reed T.
914 National Press Bldg.
Washington, D. C.

Ronon, Gerald
1907 Packard Bldg.
Philadelphia, Pa.

Rosenthal, Isador Stanley
50 Court St.
Brooklyn, N. Y.

Rosenzweig, Manheim
2 Columbus Circle
New York City, N. Y.

Russell, Charles T.
140 West St.
New York City, N. Y.

Russell, Percy H., Jr.
914 National Press Bldg.
Washington, D. C.

Ryan, William
122 West Washington Ave.
Madison, Wis.

St. Clair, Orla
311 California St.
San Francisco, Calif.

Sammond, Frederic
First Wisconsin National
Bank Bldg.
Milwaukee, Wis.

Scharfeld, Arthur W.
750 National Press Bldg.
Washington, D. C.

Scott, Frank D.
215-217 Munsey Bldg.
Washington, D. C.

Segal, Paul M.
1010 Shoreham Bldg.
Washington, D. C.

Senneff, John A., Jr.
Northwest Savings Bank
Bldg.
Mason City, Iowa

Shea, George F.
931 Tower Bldg.
Washington, D. C.

Sherley, Swagar
602 American Security Bldg.
Washington, D. C.

Smith, Miss Elizabeth
Federal Comm. Comm.
Washington, D. C.

Smith, George S.
1010 Shoreham Bldg.
Washington, D. C.

Smith, Karl A.
Colorado Bldg.
Washington, D. C.

Smith, William Montgomery
739 Shoreham Bldg.
Washington, D. C.

Smith, William P.
409 Metropolitan Bank Bldg.
Washington, D. C.

Socolow, A. Walter
580 Fifth Ave.
New York City, N. Y.

Spearman, Paul D.
903 National Press Bldg.
Washington, D. C.

Sprague, E. Stuart
117 Liberty St.
New York City, N. Y.

Stevens, Richard K.
Packard Bldg.
Philadelphia, Pa.

Stollenwerck, Frank
National Press Bldg.
Washington, D. C.

Sullivan, Francis C.
Alworth Bldg.
Duluth, Minn.

Sutton, George O.
1030 National Press Bldg.
Washington, D. C.

Temin, Henry
1420 Walnut St.
Philadelphia, Pa.

Tyler, Varro E.
109 South Ninth St.
Nebraska City, Neb.

Van Allen, John W.
1008 Liberty Bank Bldg.
Buffalo, N. Y.

Van Den Berg, George,
Evans Bldg.
Washington, D. C.

Van Orsdel, Ralph A.
725 Thirteenth St., N. W.
Washington, D. C.

Vesey, Howard W.
914 National Press Bldg.
Washington, D. C.

Walker, Ralph
Federal Comm. Comm.
Washington, D. C.

Walker, Henry B.
403 Old National Bank
Evansville, Ind.

Wallace, Harold E.
530 Judge Bldg.
Salt Lake City, Utah

Wayland, Charles V.
Earle Bldg.
Washington, D. C.

Webster, Bethuel M. Jr.,
15 Broad St.
New York City, N. Y.

Welch, Francis X.
1038 Munsey Bldg.
Washington, D. C.

Wharton, John H.
67 Broad St.
New York City, N. Y.

Whissell, George B.
2305 Telephone Bldg.
St. Louis, Mo.

Wiggin, Chester H.
66 Broad St.
New York City, N. Y.

Willebrandt, Mabel Walker
739 Shoreham Bldg.
Washington, D. C.

Williams, A. Rea
Union Trust Bldg.
Washington, D. C.

Wing, John Edwin
72 West Adams St.
Chicago, Ill.

Wozencraft, Frank W.
30 Rockefeller Plaza
New York City, N. Y.

Wright, James Warren
642 East Capitol St.
Washington, D. C.

FEDERAL COMMUNICATIONS COMMISSION

COMMISSIONERS

Prall, Anning S.; Democrat; Chairman of the FCC and member of each division.

Payne, George Henry; Republican; Vice Chairman of the Telegraph Division.

Sykes, Eugene O.; Democrat; Chairman of the Broadcast Division.

Brown, Thad H.; Republican; Vice Chairman of the Telephone Division.

Walker, Paul A.; Democrat; Chairman of the Telephone Division.

Case, Norman S.; Republican; Vice Chairman of the Broadcast Division.

Stewart, Irwin; Democrat; Chairman of the Telegraph Division.

SECRETARY
J. Thomas Slowie.

ASSISTANT SECRETARY
Reynolds, John B.

GENERAL COUNSEL
Gary, Hampson.

ASSISTANT GENERAL COUNSELS
Porter, George B.
Arnold, Carl F.

CHIEF ENGINEER
Craven, T. A. M.

ASSISTANT CHIEF ENGINEERS
Ring, A. D.
Jett, Ewell K.

CHIEF EXAMINER
Arnold, Davis G.

CHIEF ACCOUNTANT
Norfleet, William J.

DIRECTORS
Killeen, John F.
Bartley, R. T.
Patterson, A. G.

CHIEF, INTERNATIONAL SECTION, ENGINEERING DEPARTMENT
Gross, Gerald C.

CHIEF, FIELD SECTION, ENGINEERING DEPARTMENT
Terrell, W. D.

CHIEF, LICENSE BUREAU
Massing, Wm. P.

CHIEF, AUDITS AND ACCOUNTS
Corridon, L. A.

CHIEF, PRESS SECTION
Wisner, G. F.

CHIEF, MAIL AND FILES
Pierson, W. Theodore

CHIEF, SUPPLIES
Gates, Theodore A.

CHIEF, DUPLICATING
Sheehy, Paul H.

EXAMINERS
Bramhall, John P.
Dalberg, Melvin H.
Hill, George H.
Hyde, Rosel H.
Irwin, Robert L.
Seward, P. W.
Walker, Ralph L.

FEDERAL TRADE COMMISSION

Functions of the Federal Trade Commission cut directly across the field of radio and radio advertising. The duties of this body are the following:

1. To prevent unfair methods of competition in interstate commerce. 2. To make investigations at the direction of the Congress, the President, the Attorney General, or upon its own initiative. 3. To report facts in regard to alleged violations of the anti-trust laws. 4. To prevent price discriminations, exclusive dealing contracts, capital stock acquisitions, and interlocking directorates in violation of the Clayton Act. 5. To prevent unfair methods of competition in export trade.

The following article describes the Commission's functions with regard to detecting false and misleading advertising (construed as unfair competition when commodities are sold in interstate commerce). This description is a condensed excerpt from the Commission's Annual Report.

(Note: If a complaint to the FTC is sustained, and violation of the law is established, a "cease and desist" order may be issued. This means exactly what the term implies. A "cease and desist" order carries no penalties as such, but a respondent to whom it is directed is required within a specified time, usually 60 days, to report in writing the manner in which the order is being obeyed. If the respondent fails to obey an order, the Commission may apply to a United States Circuit Court of Appeals for enforcement, and failure to obey the court's enforcement order may result in the respondent being held for contempt of court.

An alternative to the Commission's formal complaint procedure in legal cases is the "stipulation procedure" which is made available in a large number of cases. It provides an opportunity for a respondent to voluntarily cease and desist from an unfair practice by signing a stipulation to that effect).

SPECIAL F. T. C. PROCEDURE IN CERTAIN TYPES OF ADVERTISING CASES

False and misleading advertising matter as published in newspapers and magazines and as broadcast over the radio is surveyed and studied by a special board set up by the Federal Trade Commission in 1929. This board, known as the Special Board of Investigation, consists of three Commission attorneys designated to conduct hearings and specialize in this class of cases.

Misrepresentation of commodities sold in interstate commerce is a type of unfair competition with which the Commission has dealt under authority of the Federal Trade Commission Act since its organization. By 1929, it had become apparent that misrepresentations embodied in false and misleading advertising in the periodical field was of such volume that it should receive specialized attention from the Commission.

Since that time the Commission, through its special board, has examined the advertising columns of newspapers and magazines, and since 1934 commercial advertising continuities broadcast by radio. It has noted any misleading representations appearing in this material, and has also received from the public complaints of false and misleading advertising. **Each representation so noted and each complaint received from the public is carefully investigated, and, where the facts warrant, and informal procedure does not result in the prompt elimination of misleading claims and representations, formal procedure is instituted.** While a number of orders have been issued requiring the respondents to cease and desist from advertising practices complained of, in a majority of cases the matters have been adjusted by means of the respondent signing a stipulation agreeing to abandon the unfair practices.

I. Radio Advertising

Beginning with September 1934, quarterly calls have been issued to individual radio stations according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of a commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

During the last fiscal year, the special board received copies of 299,334 commercial broadcasts by individual radio stations and 38,109 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

The special board and its staff read and marked about 947,000 pages of typewritten copies during the year, an average of 3,105 pages every working day. Of these, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. These broadcasts were assembled in 1,314 prospective cases for further review and procedure in instances that appeared to require it.

In its examination of advertising, **the Commission's purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.**

II. Methods of Procedure

If a periodical or radio advertisement appears on its face to be misleading, the Commission sends a questionnaire to the advertiser, requesting a sample of his product, if this is practicable, and a quantitative formula, if the product is a compound, and also requests copies of all advertisements published during the year, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the claims, sample, and formula are referred to an appropriate technical agency of the Government for scientific opinion. Upon receipt of this opinion, the advertising is carefully studied, and a list of numbered excerpts made that appear to require justification or explanation. A copy of this numbered list and a copy of the opinions received are sent to the advertiser, who may then submit such evidence as he thinks may justify or explain the representations in his advertising.

An advertiser may answer by correspondence, or upon request, may confer in person with the special board.

Should the advertiser justify the representations that have been questioned, the board reports the matter to the Commission with the recommendation that the case be closed without prejudice to the right of the Commission to reopen it should it become necessary. Should he be unable to justify any material statement in his advertising which the board has reason to believe is false or misleading, the board reports the matter to the Commission with recommendation that the case be docketed, and the entire matter referred back to the board for negotiation of a stipulation or agreement to abandon the unfair representations alleged, providing the advertiser desires to dispose of the matter in that manner.

If the Commission approves such recommendation, the board then prepares a stipulation and forwards it to the advertiser for execution. If the advertiser objects to any of the provisions of the stipulation, he may negotiate further by mail or in person, and when a stipulation has been agreed to and signed by the advertiser, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed.

Experience has shown that the elimination of unfair methods of competition can be accomplished not only by cease and desist orders but by stipulation. Not only is the stipulation method effective and speedy, but it is also inexpensive for both the Government and the respondent.

III. Number of Cases Handled

During the last fiscal year the Commission, through its special board, instituted the stipulation procedure in 823 cases, negotiated 247 stipulations, and settled and closed by its various methods of procedure a total of 883 cases. The board recommended that complaints be issued in 35 cases for failure to execute stipulations and in nine cases for violating stipulations. In eight cases the board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In 584 cases the board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. A few of these cases were closed because the Post Office Department had issued fraud orders against the respondents concerned. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

At the beginning of the fiscal year 344 cases were pending before the special board, and at the end of the year 284 cases were pending.

Access to Scientific Services

Effective cooperation continued throughout the year with other departments of the Government. The Commission has access to the laboratories, libraries, etc., of various agencies of the Federal Government, including the Bureau of Standards, the Public Health Service, and the Food and Drug Administration of the Department of Agriculture, to which it refers matters for scientific opinion. In addition, the Commission obtains medical and other scientific information and opinions from hospitals, clinics, and laboratories when necessary. In this manner the Commission is able to arrive at unprejudiced judgments in matters coming before it.

SAMPLE FEDERAL TRADE COMMISSION STIPULATION

A Federal Trade Commission stipulation, actually issued, is reproduced herewith as a sample. Specific identifications of the advertiser and his product are deleted. In no case has such a stipulation ever been issued on the grounds of false and misleading radio advertising alone. To date, all stipulations have involved claims made in a multiplicity of media.

May 7, 1937.

FEDERAL TRADE COMMISSION
Washington

STIPULATION OF FACTS WITH VENDOR-ADVERTISER AND AGREEMENT TO CEASE AND DESIST FALSE AND MISLEADING ADVERTISING "X" BLEND GASOLINE	STIPULATION NO. 01566 *(Public Record)*

"X," Inc., a corporation, Worcester, Massachusetts, vendor-advertiser, is engaged in selling "X" Blend Gasoline, and in advertising represented:

> "'X' BLEND the GAS of PROVEN PERFORMANCE. 'X' BLEND fires the motors of the mighty Graf Zeppelin, powers the engines of Gar Wood and Sir Malcolm Campbell."
>
> "'X' Blend in your car means death to carbon—guarantees more mileage, insures instant pickup in all kinds of weather—lengthens the life of your car."
>
> "'X' causes readier vaporizing of motor fuel. RESULT:—(Instant start and quicker pickup in any weather)."
>
> "'X' puts 20,000 more heat units into each gallon of gasoline. RESULT:—(There is 25% increase in power)."
>
> "'X' causes all the fuel to burn. Result:—(It does away with carbon and harmful fuel smoke)."
>
> "'X' makes ordinary gasoline almost a pound heavier per gallon. RESULT:—(It takes approximately 25% more mileage)."
>
> "'X' makes combustion progressive and uniform. RESULT:—(It

eliminates piston shock and destructive motor vibration—decreases cost of car upkeep)."

"'X' BLEND starts faster, warms up faster than any gasoline."

"TESTED POPULARITY—is making 'X' Blend the favorite fuel of modern motorists."

"The GAS of PROVEN PERFORMANCE—Thousands of motorists have switched to 'X' Blend in the past three weeks."

"Exceeds the high specifications set by the United States Bureau of Standards."

"'X' specified a first quality gasoline by the United States Bureau of Standards."

"More power—no knocking—sure starting—freedom from carbon contamination. 'X' is specially designed to meet these requirements."

"It is significant that a gallon of 'X' has 126,700 B. t. u. s.—which is over 11,600 more than ordinary cracked gasolines. The best grades of 'X' blends have 3,800 more heat (energy) units than good cracked gasoline."

"Operators of racing cars, speed boats and high-speed airplanes use 'X' in their engines. Famous speed boats, the Graf Zeppelin, the Dornier DOX and other craft having engines requiring high efficiency operation perform on 'X'."

The respondent hereby admits:

That no evidence has been offered to substantiate the claims in the advertising that the respondent's product possesses any greater unit of efficiency than other brands of gasoline, or that it is used in the operation of the Graf Zeppelin, the engines of Gar Wood or Sir Malcolm Campbell, or other craft requiring high efficiency operation;

There is no evidence to show that the United States Bureau of Standards has made any official declaration favorable to the respondent's product.

In a stipulation filed and approved by the Federal Trade Commission this vendor-advertiser admits making such representations and specifically stipulates and agrees in soliciting the sale of and selling its said product in interstate commerce to cease and desist from representing directly or otherwise:

(a) That "X" Blend Gasoline—
1. Is the perfect motor fuel or the gas of proven performance;
2. Powers the engines of Gar Wood or Sir Malcolm Campbell;
3. Guarantees more mileage;
4. Insures instant pick-up;
5. Lengthens the life of one's car or decreases the cost of upkeep;
6. Causes readier vaporing of motor fuel;
7. Puts more units into each gallon of gasoline;
8. Causes all the fuel to burn;
9. Makes combustion progressive or uniform;
10. Eliminates piston shock or motor vibration;
11. Starts faster or quicker or warms up faster than any other gasoline;
12. Exceeds the specifications set by the United States Bureau of Standards;
13. Is the favorite fuel of modern motorists;

(b) That said product fires the motors of the Graf Zeppelin or is used by the operators of speed boats, high powered airplanes, the Dornier DOX or other craft requiring high efficiency operation.

(c) That any specified number of motorists switched to "X" in any definite period of time;

(d) That said product is specified as first quality gasoline by the United States Bureau of Standards;

(e) That said product has any specified number of B. t. or heat units in excess of ordinary cracked gasoline;

(f) That said product meets the requirements of—
1. More power;
2. No knocking;
3. Sure starting;
4. Freedom from carbon contamination, or that it does away with carbon or fuel smoke;

and from making any other claims or assertions of like import.

GLOSSARIES

STUDIO SIGN LANGUAGE

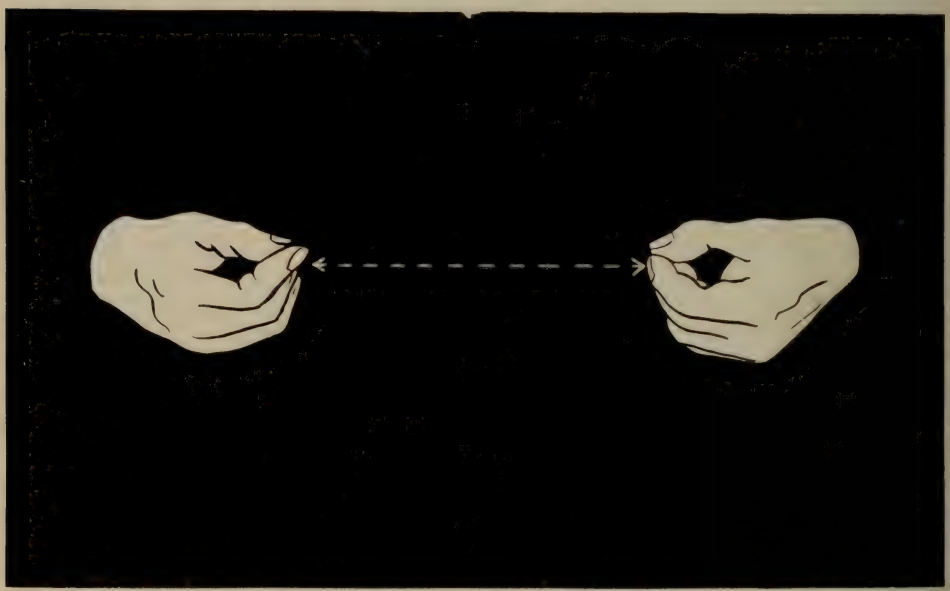
Compiled Under the Supervision of

JOHN S. CARLILE

Production Manager, Columbia Broadcasting System

(Drawings after photos by Jos. Keeley)

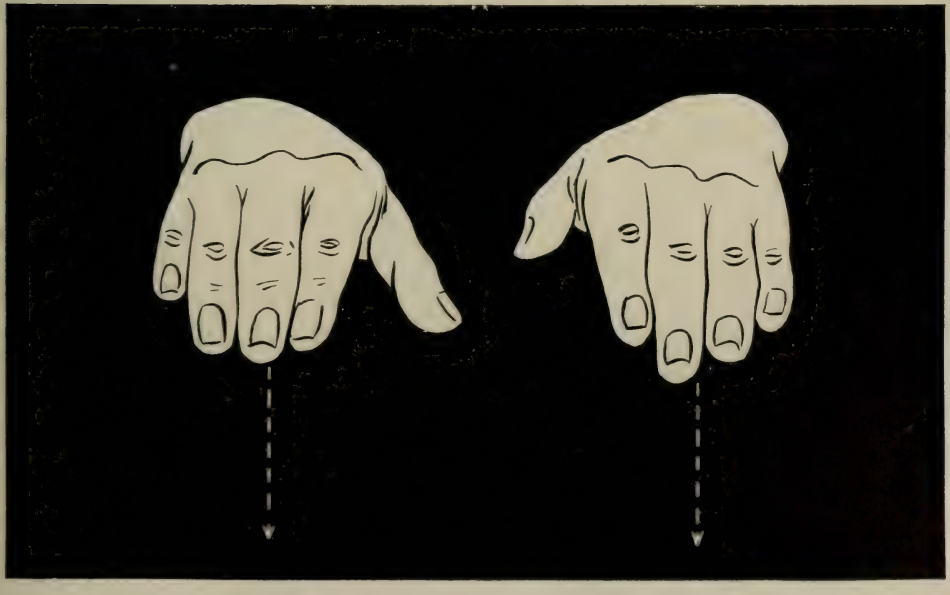
The signals represented in the following drawings are the code via which the producer or director of a program keeps things running smoothly. They are the silent communication between director, orchestra leader, cast, announcers, and engineers.



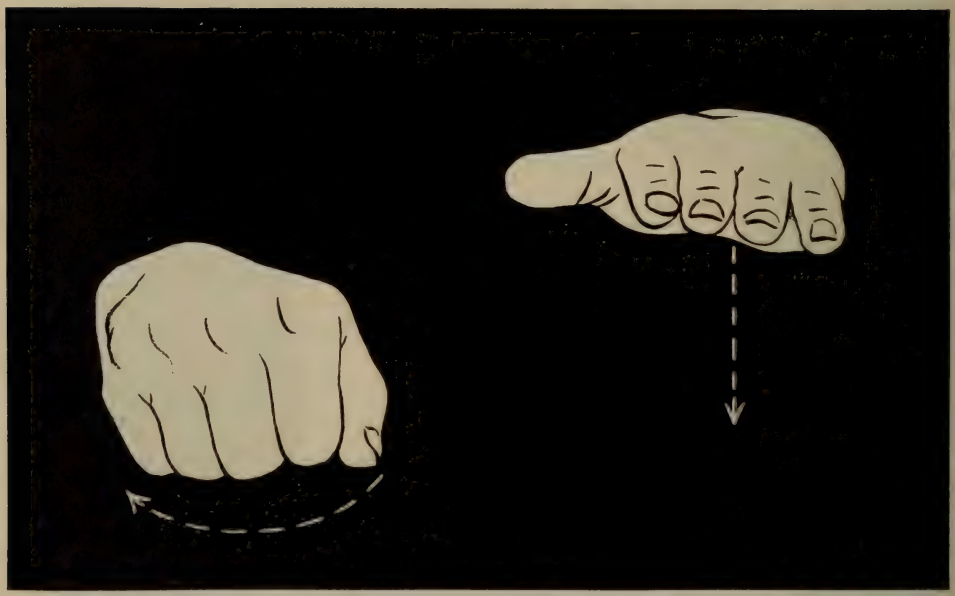
(1) Stretch it out; or (2) Slow up.



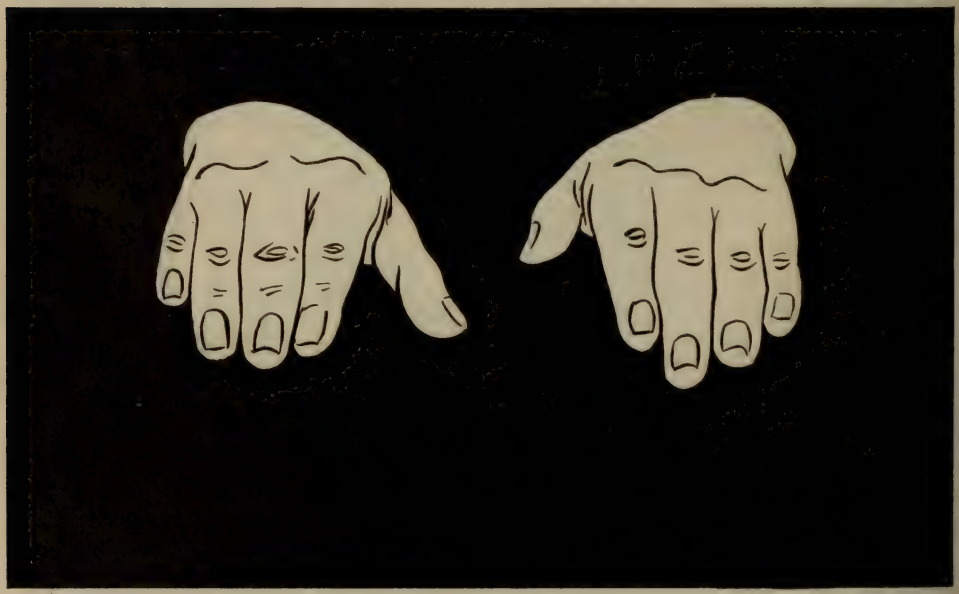
Bring up the volume (move hand upward).



Lower the volume (drop hands slowly).



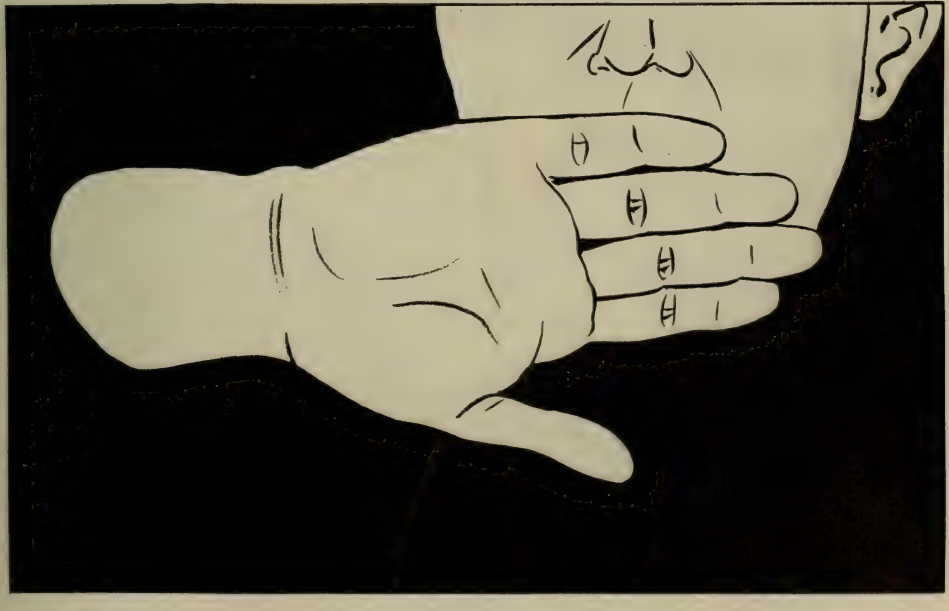
Fade out (lower one hand; turn fist).



How is the balance?



Move closer to the microphone (move hand toward face).



Move away from the microphone (move hand from face).



Cut.



Okay.



Is the program running on schedule?



An error has been committed.



Watch me for the cue.



(1) We'll end on the nose, or
(2) Is everything as planned?



Avoid the provisional cut.



Play the chord.



(1) Conclude with the chorus; or (2) Give the network cue.



Start the theme.



Play the predetermined fanfare.



Repeat.



Make local.



Slow up.



How does it sound?



Use the first ending and repeat the chorus.



Play the entire arrangement.



Speed up.



Start at the beginning of the musical number.



Use the second ending and conclude.

GLOSSARY OF PRODUCTION TERMS

By JOHN S. CARLILE

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Note: This glossary includes all phrases in common use in the production and broadcasting of a radio program. Hence some engineering terms must of necessity be included, along with the many stage and professional designations.

For those readers who note in this list a similarity to another glossary printed some months ago by Printers' Ink Monthly, *it may be stated that inasmuch as Mr. Carlile was consulted by the* Printers' Ink Monthly *and inasmuch as both lists cover largely the same territory, a close parallel was bound to ensue. None the less, because of the importance of the subject matter, the* VARIETY RADIO DIRECTORY *is again going over the ground, with some alterations, some additions, and some omissions.*

A

Abie—Anyone who is sure fire.

Ace—Anyone who is at the top in ability among directors, assistant directors, producers and announcers.

Across-Mike—Projection of voice or musical sound.

Ad Lib—To extemporize lines not written into the script, or in music to play parts not in the score, which is entirely at the announcer's or musician's discretion.

Adenoid—Any vocalist with a voice that is "tight."

Arsenic—Synonym for "poison." A disagreeable or boresome program.

ASCAP—American Society of Composers, Authors and Publishers which licenses public performances of the music of its members.

Audio—The electric circuits—microphones, cables, lines and amplifiers—used in radio transmission. Differentiates the actual sound circuit from the power circuits and from the radio frequency circuits used in reception. Also refers to a range of audible frequencies.

Audition—A trial of artists or musicians under actual broadcasting conditions.

B

Background—A sound effect, musical or otherwise, designed for use behind dialogue or other program elements.

Balance—The arrangement of musicians in a studio so as to produce a transmission of equal volume from all instruments or voices and so as to effect the most artistic relationship between instrumentalists and vocalists.

Bays—An upright support of varying height on which are placed pieces of apparatus called "units."

Beam—

(a) The direct line running perpendicularly from the face of the microphone or the loud speaker.

(b) The small angle with the face of the microphone or loud speaker within which that instrument functions at its greatest efficiency.

Beards—Errors made in obvious fashion during the course of a program. See "Fluffs."

Belcher—Any performer having a "frog" in his throat.

Bend the Needle—Projecting an unexpected volume of sound into the microphone so that the needle on the volume indicator is moved violently against the stop.

Birdie—Sound resembling a bird's "tweet-tweet." Sometimes heard on transmitting or receiving equipment.

Bit—A small part in a dramatic program; this is a "bit" part and the performer who plays it is referred to as a "bit player."

Bite It Off—Cut the music abruptly.

Blasting—Piling more volume into the microphone or other transmitting equipment than it can take; distortion results.

Blinker—

(a) The signal light used to call the attention of the conductor or artist; it is operated from the control room.

(b) Term used at NBC to denote the program executive responsible for scheduling sustaining programs.

(c) A reference to talent agents.

Blue Gag—An off-color comedy line.

Blurb—A statement handed out for publicity purposes.

Board—The engineer's control panel connected with the studio.

Board Fade—The manual and electrical fade out of a program on the studio control board.

Breaks—Interruptions in radio program transmission.

Bridge—Music or sound effects used by director in dramatic shows to indicate scene transitions.

Bring It Up—An order indicating necessity to increase the volume.

Bugs—Cause of trouble in equipment which is working imperfectly.

Burps—Onomatopoetic word describing noises frequently heard on transmitting or receiving circuits.

Button-Puncher—An announcer whose responsibility consists in switching a studio to the proper circuit (used chiefly at NBC).

C

Canaries—Vocalists (used chiefly of coloratura sopranos).

Cans—Headphones.

Carbon—Carbon type of microphone. Earliest in use by radio broadcasters.

CGM—A term used at NBC to denote that the chimes are to be given in Chicago.

Character—A casting term referring to a dramatic part requiring characterization.

Chimes—Musical notes used on some stations or networks for identification and for reversals by the telephone company.

Circuits—A complete electrical channel used for telephone or transmission purposes.

Clambake—A program for which preparations are filled with uncertainties, and rehearsals filled with errors, with changes and failures, and which is likely to result in a bad performance.

Clamaroo—See "Clambake."

Clean It Up—To make changes in a program during rehearsals so as to assure a satisfactory performance.

Clear a Number—To obtain permission from official sources to make use of a certain musical selection.

Close the Rights—Check the musical and literary copyrights.

Clientitis—Pain suffered as a result of sponsor interference.

Cliff-Hangover—A radio serial thriller.

Coaches—Vocal and dramatic instructors.

Cold—Describes the opening of a radio program which begins without theme or musical introduction or background.

Cold Dramatics—A dramatic sketch without music.

Coming-Up—The ten-second warning cue before going on the air.

Commercial—A program sponsored by an advertiser—also the sales talk on a radio program.

Commercial Credits—Specific mention of the client or his product.

Condenser—A type of microphone employing a diaphram with directional characteristics. The same as all other diaphram types but more quiet.

Conflict—The condition created for a performer with two assignments scheduled at the same time.

Corn—Unsophisticated show treatment. Simple and obvious musical or dialogue arrangement.

Corny—Unsophisticated.

Corn-Fed—Artists lacking cultural background.

Cornfield—A studio setup employing a number of standing microphones.

Corn-on-the-Cob—A harmonica.

Continuity—Prepared copy for programs.

Control Room—Housing for the monitoring equipment from which the show is both directed and controlled.

Crawk—An animal imitator.

Credits—The commercial copy mentioning the advertiser or his product. Acknowledgment of sources and ownership of program material.

Credit Writer—One who composes the advertising copy.

Creeper—A performer who creeps toward the microphone during the broadcast.

Cross-Fade—To fade in one sound from one source while sound from another is faded out.

Cross-Fire—Interfering telegraph transmission.

Cross-Talk—Interfering conversation originating at a point other than that of program origin.

Cross-Tone—Any tone that interferes with clear reception.

Crowd Noises—The sound of a crowd produced by an effect record or by a number of people in the broadcasting studio.

Cue—

(a) The closing words of an actor's speech as a signal for another actor to enter.

(b) A sound, musical or otherwise, or a manual signal calling for action or proceeding.

(c) The use of a phrase designating the transfer of the point of program origin; or, as in the case of network identification, such as, "This is the Columbia Broadcasting System," "This is the National Broadcasting Company," "This is the Mutual Broadcasting System," which is used as a signal to radio and telephone operators for the switching of channels.

Cue Sheet—An orderly tabulation of program routine containing all cues.

Cushion—A portion of the program near its end, composed of a musical number or sequence of sound or announcement which can be lengthened or shortened according to time requirements.

Cut—

(a) To abruptly stop transmission or any part of the program either by stopping performers or by use of an electrical switch on the control board.

(b) The deletion of program material to fit a prescribed period of time.

CVC—The chorus, verse and chorus of a musical selection.

D

Dampen the Studio—To aid acoustication through the use of portable sound absorbance, such as rugs, screens, drapes, people, etc. Sound absorbing surfaces to walls, floor or ceiling.

Dawn Patrol—Engineers and announcers who open the studio and put on the early morning programs.

Dead Book—The file of continuity and program material which has been used on the air.

Dead Mike—A microphone not connected or out of order.

Definition—Clean cut transmission and reception, making possible the complete identification of the various musical units in an orchestra, in chorus and sounds from the effects table.

Director—

(a) The responsible departmental executive.

(b) Sometimes the managing executive for a station.

(c) Program director. Same as the director in a play or theatre or sound pictures. The actual authority responsible for the presentation of a program, whose business it is to cast and select all associated artists, edit continuity and scripts and supervise the rehearsals.

(d) Assistant director: Functions as a studio manager in much the same fashion as the stage manager in the theatre and the assistant director in sound pictures. He is responsible to the director and program department heads for orchestral and vocal setups and balance, sound effect personnel and equipment and variable acoustic conditions and studio discipline. He is responsible also for program timing and keeping of the "log."

Discrepancies—Mistakes made in the studio and recorded in the station "log."

Dixie—The Columbia Broadcasting System Southern Network.

Dog—A passe or mediocre musical number or hackneyed piece of writing.

Dog-House, In the—

(a) To be in bad favor with the departmental chief.

(b) To have one's schedule loaded down with unimportant and routine assignments.

Down in the Mud—Down in volume, or low in clarity.

Dress—The final complete rehearsal.

Dressing the *Program*—Adding the finishing touches to a radio program.

Drooling—Unimportant talk.

Drop and Ring—Drop the channels and ring chimes. An NBC Phrase.

Dubbing—Transposing recorded material to a new record.

Dynamic—A type of microphone designed as an improvement on the condenser microphone and having a higher degree of efficiency.

E

Echo Chamber—A reverberant room used to add hollow effects and actual echoes (that is, the repetition of sounds). These effects may be produced both mechanically and electrically.

Eight Ball—An astatic microphone characterized by non-directional pick-ups and having a 360-degree beam.

Eighty-eight—A piano.

Engineer—Technician who designs, operates or controls the electrical equipment.

EST—Abbreviation of Eastern Standard Time.

Ethritus—Hardening and inflammation of the ear drums due to continued listening to the loud speaker run at a high level.

F

Fade—A diminishing of volume.

Fader—The device for electrically diminishing volume.

Fades—Same as "Board Fade."

Fade Out—The manual and electric diminution of volume to zero.

Fairy Godfather—Easy-going sponsor.

Fairy Godmother—Unimaginative musical director.

Fake—Ad lib.

Feed—To transmit a program over telephone lines to stations or groups of stations or to any listening point.

Feed-Back—The coupling of input to output of amplifiers either electrically or acoustically, resulting in squeal or howl.

Fights the Music—A singer who struggles with vocal production.

Fill—

(a) The transmission of a stand-by program to meet the requirements of an unused portion of an assigned program period.

(b) To add program material to complete an assigned period.

Fill For—A program designed especially for regional or sectional broadcasts and such regional or sectional networks designated.

Fill In—One who stands by to perform in case a program change has to be made immediately. See "Stand-by."

Filter—An electrical device used to change tone characteristics by eliminating or augmenting frequencies.

Fish Bowl—The clients' studio observation booth.

Flesh Peddler—An agent selling talent.

Fluff—Missing a cue, or muffing a gag.

Free Lance—Personnel not regularly employed but given special assignments.

From Hunger—Anything that spells trouble.

Frying—Hissing sound caused by defective microphones or amplifiers.

Fuzzy—Vocal or instrument music lacking clarity and definition.

G

Gag—Generally applied to a highly noticeable twist of comedy. A "two-line" gag is a cue with a gag rejoinder.

Gain—

(a) Control of volume used in transmission.

(b) "The gain" is the monitoring equipment used in this control.

Gelatine—A tenor with a thin, quavering voice.

Get Hot—Instrumental ad lib arrangement of popular music. The equivalent of "Jazz it up."

Giving Credits—Crediting the source or ownership of material used on the program.

Godbox—An organ.

Goose-Neck—A gallows-shaped microphone stand or one with a flexible neck. Also a saxophone.

Grasshopper—Young supernumerary of an advertising agency.

Grief—Program trouble.

Groan Box—An accordion.

Guide Sheet—A schedule to establish the program routine.

H

Ham It—Over-acting for emphasis—blustering.

Hambone—Unconvincing blackface dialectician.

Ham-Fest—A gathering of participating actors discussing a broadcast.

Hash Session—Meeting of production director and talent after dress rehearsal and before broadcast to discuss changes in program.

Haywire—Temporary equipment or equipment in poor condition.

Heartbreaker—Commercial audition on speculation.

Hog-Calling Contest—A strenuous commercial audition for announcers.
Hold It Down—An order for the studio engineer to reduce the volume.
Hop—Volume.
Hot Mike—A microphone in which the current is flowing. Also called a "live mike."
Hot Switch—A rapid program transfer from one originating point to another.

I

In the Beam—Within effective directional range of microphone or loudspeaker.
In the Mud—Too little tonal volume; a lack of clear definition.
Ingenue—A female performer with a youthfully pleasant voice.
Interpolation—A musical phrase or chorus added in a selection for purposes of contrast or the elaboration of a theme.

J

Jam Session—Spirited ad lib renditions of standard popular tunes. See "Wood Shed."
Juvenile—A performer whose voice is indicative of youthful age.

K

Kill—
(a) Stop the rehearsal or broadcast pending instructions from the director or omit portions of the program entirely.
(b) Cancel scheduled program.
Kill the Mike—To turn off the electric current feeding a microphone channel.

L

Lady Macbeth—Superannuated tragedienne.
Lay an Egg—Performance of a program or part of a program resulting in a complete failure.
Lead—The most important male or female role in a dramatic program.
Leaving Here O. K.—An engineering phrase indicating proper transmission at a certain point. Used in checking technical difficulties.
Leg—A branch of a radio network feeding stations in a region not served by the main lines.
Let—An NBC designation of a local electrical transcription program.
Level—The amount of volume audibly noted or electrically measured.
Lick—An ad lib which deviates from the written music. Usually "hot."
Light and Shade—Variations from quietness to tenseness, softness to shouting, which have a tendency to save a production from dull sameness.
Listening Audience Inheritance—Holding an audience, which has been listening to a program broadcast immediately before it, into the succeeding program.
Live Mike—A microphone into which the current is flowing. See "hot mike."
Live Studio—One which is acoustically reverberant.
Lock Jaw—The affliction ascribed to a tired or lifeless singer.
Log—A record of every minute of broadcasting, including all errors. An accurate journal required by law.
Loop—Two-way circuit or line.

M

Madame Cadenza—A flighty female vocalist.
Make System—Announcing the network by name for cue to the telephone company.
Make the Local—Identifying the local station by broadcasting its call letters.
MC—Master of ceremonies.
Master Control—Technical direction center.

Middle Breaks—Station identification in or near the middle program.
Mike Hog—One of a group of performers using a microphone who elbows the others away. Analogous to an up-stage player in the theatre.
Mike Mugger—An artist who insists on working too close to the microphone.
Mike Technique—The performer's ability to control his or her position in relation to the microphone in order to secure the most effective results.
Mike-Wise—Understand microphone technique.
Mix—Combining the input of two or more microphones to effect a complete balance.
Monitor—
(Noun) Studio engineer who adjusts volume control to make it suitable for long line transmission.
(Verb) To check the program by means of audio equipment.
Mixer—A panel for controlling and blending the sounds picked up by microphone.
Mixing—Blending sound.
Mob Scene—A group of performers serving as a crowd background.
MPPA—Music Publishers Protective Association.
Mushy—Poor musical definition of an orchestral pickup.

N

N. E.—New England Network.
Nemo—A corruption of "remote." Any program originating outside of the broadcasting studio or requiring portable equipment.
Neutral—Theme music used to back up announcements.
NON—An NBC symbol signifying that no chimes are to be given.
Noodling—The tuning up of musical instruments with practice runs, trills, scales, etc.

O

O. Henry—The tag line on script material.
Off—Directing of sound away from microphone.
Off Mike—Setting performer's position away from the microphone.
Offside—An off-color comedy line. A "Blue Gag."
Old Cow-Hand—Experienced staff member called upon to escort important guests about the studios.
Old Sexton—A bass soloist with dark vocal quality.
On the Beach—Unemployed.
On the Button—Ending exactly on time. Same as "on the nose."
On the Cuff—A service for which artists receive no compensations.
On the Head—The starting of a program on schedule time by reason of the proper timing of the preceding broadcast.
On the Log—An entry in the studio record, complimentary or otherwise.
On the Nose—Describes the ending of a program exactly on the second.
One and One—Instructions given to an orchestra to play one verse and one chorus of a song.
One and Two—A term instructing the orchestra or soloists to play or sing one verse and two choruses of a number.
One Shot—A single program which is not one of a series.
One-Timer—See "one shot."
Out in the Alley—Out of the microphone range.
On—Sound directed toward the microphone.
Overboard—When the program is too long for the time allotted to it.

P

P. A.—Public address or talk-back system.
Pancake Turner—Any technician controlling the playing of double-faced records.

Panel—The control board of one or more units.

Patch—A temporary and removable studio equipment connection.

Patch It In—To tie together various pieces of apparatus to form a circuit.

Peak—Maximum amplitude of sound in electrical energy formed while flying through a circuit. The maximum point of the needle swing on a volume indicator "kick."

Peaks—The distortions resulting when the amplitude is too great for the apparatus. Sometimes applied to performers whose uneven voice control causes peaks.

Pests—Radio fans seeking autographs of performers.

Pick Up—

(a) Location of microphones in relation to program elements.
(b) Acoustical value of program.
(c) The origination point of a broadcast.
(d) A device containing an electro-mechanical member which vibrates when in contact with a moving phonograph record; a modulated electric current for the purpose of making the record audible from a loudspeaker.
(e) Colloquially, the process of gathering material for broadcasting a particular event and other than the actual radio transmission thereof.
(f) Primary apparatus used to convert sound to electrical energy.

Pick It Up—A term used in instructing musicians or actors to speed up his delivery.

Pick up a Cue—Be prompt in speaking lines immediately after the preceding speaker has concluded.

Pipe—Distributing a radio program from one point to another.

Piped Program—A program transmitted via wires.

Piping the Show—The act of sending a program over wires.

P. L.—A private line.

Plantmen—Maintenance men in a radio station or a network.

Playback—The playing of a recording for audition purposes immediately after it is made.

Play Ons—Brief music used to support the introduction of the radio performers.

Plops—The sound of a speaker whose pronunciation of the letters B and P results in distortion because of too forcibly emphasizing these letters.

Poison—A disagreeable or boresome program or person.

Producer—

(a) One who originates and brings a program or presentation.
(b) The individual or the broadcasting company who offers a program for observation or consideration, or who brings a performance before the public.

Production—The building, organizing and presenting of the radio program.

Production Director—Individual in charge of radio studio programs.

Production Logs—Records kept by assistant directors or production men assigned to radio programs.

Program Balance—

(a) The arrangement of musical and dramatic units in a program so as to secure a maximum of entertainment values.
(b) The similar arrangement of programs during a scheduled period of broadcasting.

Program Monitor—A loudspeaker or radio set over which the quality and the character of the program may be checked.

Projecting—Taking the audible foreground while enacting a dramatic role.

Provisional Cut—A cut in a program planned conditionally in case of emergency. An attempt to facilitate the timing of a program in case the time allotted to it is with little notice reduced. See "Cushion."

Punch the Mike—To press the switch controlling the microphone.

Putty Blower—A trombone.

R

Racked Up—Radio equipment placed permanently on racks.

Racks—See "Bays."

Reading High Hat—The reading of written material in an aloof manner.

Repeat—A term denoting the second presentation of a regular studio program for those stations not served by the original broadcast due to time differences.

Ribbon—A velocity microphone.

Ride Gain—To control the volume range of a program electrically in order to transmit it over lines and equipment within proper limits.

Ride It—Swing instrumental ad lib.

Round Robin—A wire loop going from one point through various other points and returning. It can be broken at any point and programs sent either way for various program originations or for split network purposes.

Rover Boy—An advertising agency junior executive.

Runovers—Occasions when the program overruns its allotted time.

Rebroadcast—See "Repeat." Also a trans-Atlantic pickup.

Repeater—An amplifying station used to boost the volume on long lines.

S

Schmalz—Super-sentimental rendition of a musical number.

Scoop—To outwit a rival network or station in the broadcasting of a special event or public interest program.

Scooper—A vocalist with ascending slur attacks.

Scoutmaster—An advertising agency executive.

Scratches—Noises caused by faulty equipment.

Segue—The transition from one musical number to another without a break or announcements.

Service the Script—Casting, rehearsing and presenting material in the manuscript.

Set Up—Arrangement of musicians, performers and sound effects in a studio to achieve the most favorable acoustical effect.

Short—Describing a show lacking sufficient material to fill the allotted time.

Short Voice—A voice with a limited range.

Show—

(a) A radio program or broadcast.
(b) A conceited performer.

Signature—The musical number or sound effect which regularly identifies a program.

Slap Bass—To play a bass violin by slapping the strings.

Sneak In—To bring music in softly and swell it to full behind dialogue.

Sock—The tag line of a gag.

Song Plugger—A music publisher's representative who promotes his firm's songs.

Sound Effects—Various devices or recordings used to produce life-like sound imitations.

Sound Man—Studio technician who produces either manually or by recordings the desired sound effects.

Sound Table—Movable table for small sound effect properties.

Sound Track—A graphic record of sound produced on film or on sensitized paper.

Sound Panel—Movable panels of rock wool for sound absorption or hard surfaces for reflection.

Sour—An off-pitch voice or instrument.

Specialty—A musical selection presented by a vocal group with piano accompaniment.

Spiel—The commercial or advertising copy.

Spieler—A radio commentator; also an announcer.

Split Channel—Two or more network sections working simultaneously with different programs.

Split Networks—Networks divided for the simultaneous transmission of two or more programs for the service of selected stations.

Spreader—A performer consuming a longer period of time on the actual broadcast than has been allowed in dress rehearsals.

Stand-By—
(a) A substitute program ready to go on the air in any emergency.
(b) A warning to performers to get ready to take the air.

Stand-by Group—The performers engaged to take part in a "stand-by" program, if necessary.

Squeak-Stick—A clarinet.

Step It Up—Increase the volume.

Stick Waver—An orchestra leader.

Straight Reading—Reading material without undue emphasis or characterization.

Stretch—Slow up the reading or musical numbers so that the show will finish exactly on time.

Studio Mothers—Mothers of performers, usually juvenile performers. Like stage mothers, only worse.

Sync (Sink) (Synchronize)—The synchronizing of two or more radio stations on a wave length. In another sense, simultaneous terminating of respective programs on two networks, so that network legs may be switched from one to the other or to a common program.

T

Tag Line—The climax of a dramatic sequence.

Take It Away—The cue from studio engineer to the engineer of succeeding program.

Taking a Balance—Preliminary testing to determine the sound quality of a certain program.

Taking It Cold—See "Cold."

Talking Down—Condescension on the part of a radio speaker. Considered an unpardonable sin in good broadcasting.

Talking in His Beard—Speaking in muffled voice.

Tear Jerker—A radio script with a sad or pathetic appeal.

Theme—See "Signature."

Thick—When the individual instruments in a group selection are not distinguishable.

Throw It Away—Dramatic direction to performers or engineers to fade dialogue regardless of script.

Time Check—Synchronizing the time-pieces of all concerned in a broadcast.

Tight Show—A program timed accurately to fit its allotted period. Also a program which in rehearsal times a few seconds over the allotted time and should either be cut or played rapidly, provided the material permits a rapid treatment.

Town Crier—A vocalist who sings too loud.

Transition—The change from one dramatic scene to another. The music, sound or silence that is used to suggest this change.

Transmission—A program; an "hour"; any modulations by a radio transmitter.

Two-in-Hands—Radio sketches composed chiefly of two characters, as Amos 'n' Andy, etc.

Turkey—A flop or failure.

Turn Over—To relinquish control at close of one program and the assumption of control by engineers on succeeding program.

Tying-in—Coming into a chain program which may already be in progress.

U

Under—A program that's too short.

Unilateral—A velocity microphone sensitive only on one side.

Unit—A piece of electrical apparatus devoted to one specific function.

V

V.I.—Volume indicator.

Velocity—A ribbon type of microphone.

Visual Show—A radio program which is also being presented before a visual audience.

W

Web—A network.

West of Denver—Signifying engineering difficulties which can't be explained.

White Meat—An actress.

Whodunit—A mystery script.

Wood Pile—A xylophone.

Woodchopper—A xylophonist.

Wood Shed—A severe rehearsal. See "clambake."

Woof—A word-sound used by engineers to check "peaks." Also used for time checks, reverberations, frequency and the result of certain string instruments.

GLOSSARY OF RESEARCH TERMS

By ARCHIBALD M. CROSSLEY

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Note: Definitions given here are not set up as authoritative and final. It is entirely conceivable that they will need expansion, even revision, for specific purposes. When the Cooperative Analysis of Broadcasting was begun in 1930, there were many definitions necessary to its operation and interpretation which at that time were not even in common usage. Today these terms are widespread. While some may make different use of them, it has seemed best to define them as they have been intended.

Included in the following are certain purely statistical terms. Instead of technically accurate definitions, effort has been directed toward simple even loose interpretations of terms in language that will best serve the user of a report. Because of space limitation, the list of terms is confined to those most commonly used and most frequently misunderstood.

Average—Sometimes loosely used to denote the Median (q.v.) and so defined in reports. Ordinarily a figure arrived at by adding together several bases, and adding together several corresponding sets of mentions, for a rating representing average conditions. Percentages or ratings should never be averaged unless it is certain that the bases are equal and similar in every way. "Week averages" represent the average of broadcasts on several days of the weeks. There are also "daytime averages," "evening averages," "full-day averages," etc. See also Moving Average.

Base—The total number in any selected group which happens to be used as 100%, against which individual percentages apply.

Basic Area—As defined by the broadcasting companies in their rate schedules. In general, the east and middle west to Nebraska.

Breakdown—A division of the sample into parts, such as income, class, sex, age, section of the country, etc.

C. A. B.—Refers to the Cooperative Analysis of Broadcasting.

Coincidental—A method of making a survey, calling radio set owners by telephone and asking about listening at the time of the call.

Competition—(a) Program competition is the attempt of two or more programs, on the air on different stations at the same time, to attract listeners. (b) Station competition is that between any number of stations during the same general period to attract the same listeners.

Correlation—May be loosely defined as the degree to which generally similar sets of figures bear a relation to each other. "Close correlation" implies a close relationship.

Coverage—The area which a given station (or combination of stations) is *able* to reach in satisfactory volume.

Cumulative Figures—Figures that are allowed to build up, being reported progressively until completed.

Day-Part—The method of investigation used in the Cooperative Analysis of Broadcasting. Set-owners are interviewed at different times of the day and questioned regarding their use of sets for the past two or three hours, or other period.

Diallings—In telephone investigations, all the numbers that are rung, whether answered or not.

Field—(a) The places in which the survey is carried on. (b) A statistical term to denote the total number in the group which is being sampled.

Field Strength—An engineering method by which the performance of a station is measured at various points in terms of signal strength and clarity (q.v.).

Fluctuation—See Variation.

Follow-Up—A method of investigation which calls for interviews about a program immediately after the conclusion of that program. Distinguish from "Coincidental," "Day-Part," etc.

Listening Period—The number of minutes or hours a set-user operates a set, either during the day, or during the period covered by the interview. This may refer to use of the same set by one or more individuals, or to the use of a single set.

Listener—One of several persons in the family who listens to the radio set. There are thus ordinarily several listeners for each set. "Listeners per program" refers to the number hearing a given program (usually two or three times the number of "set-users" [q.v.] per program). "Listeners per station," "listeners per city," "listeners per set," etc., all refer to variable periods depending upon the period covered in the survey. Distinguish carefully "listeners" from "set-users."

Local Program—For practical purposes, loosely applied to mean a program on only one, or a very few, stations, as distinguished from network or sectional program. A local program may be sponsored or sustaining.

Local Time—The time in use in any given city or cities, as distinguished from "broadcasting time," "New York time," etc. For example, a table based on New York summer time showing sets in use at 7 p.m., would refer to use at 7 p.m. in eastern cities on daylight time, which is 3 p.m. Pacific time. The same table based on local time would refer to 7 p.m. in each of the points covered, with different competing network programs in different time zones.

Long-term Trend—A comparison of several periods, usually years, showing a generally rising, falling or stationary level.

Median—The middle item in a list when all items are placed in numerical order. Half of the items are thus larger than the median, and half are smaller. *Not an average.*

Mentions—(Program or Station). A count of the number of times programs (or stations) are named by set-users during the period covered by the survey. If one station is named for two programs by the same set-user, this is a total of two station mentions.

Moving Average—In successive sets of figures, a part is sometimes retained while another gives place to a substitute, in computing averages. This in general is known as a "moving average." Thus, if two weeks are averaged so that the first time the average is made up of weeks 1 and 2, the next time of weeks 2 and 3, the next time of weeks 3 and 4, we have a moving average.

Multiple Broadcast Program—One which is on the air several times a week.

Neighbor—A program on the same station immediately before or after another under consideration.

Popularity—Usually defined as the extent to which a given station or combination of stations, or a program, actually does reach a given section of set-owners.

Rating—A term which varies considerably with individual surveys. There are "program ratings" and "station ratings," etc. A rating is not a percentage of all radio sets in the country, unless it is based on a true cross-section of the entire country. The most common use of the term takes as 100% a cross-section of sets owned in a group of cities which can be reached by a given program, and uses as a rating the percentage of this cross-section which reports hearing a given program (or station). In the Cooperative Analysis of Broadcasting the group of cities taken as 100% varies with every program every time it is on the air, according to the cities which that particular schedule of stations happens to reach.

Ratings may be based on one or more of a number of different statistical methods. "Set-owner ratings" take total set-owners called as the base. "Set-user ratings" take the number of sets in use during the period of the interview as the base (either total for period or average per call). A "coincidental rating," although it sometimes is based on set-owners, is more commonly defined as taking a base of a cross-section of *sets used at the average time of the call* in a group of cities reached by an individual list of stations.

The particular rating system used is ordinarily defined clearly at the beginning of a report. This should be read carefully before it is applied to the individual percentages.

Rebroadcast—Picking up by a station of a program broadcast by another station and relaying it.

Remote Town—City or town at a distance from a network station city.

Repeat Broadcast—Placing of exactly the same program on the air at a time different from the original broadcast, usually for the purpose of reaching people in other parts of the country at a more suitable hour than the original broadcast makes possible.

Sample—The number of interviews that constitute the survey. These are distributed over certain areas, cities, towns, income classes, and other divisions in the effort to form a true cross-section of whatever is to be studied. Size and proper distribution of the sample determine the reliability of the survey. "Random distribution" of the sample implies no effort to place given numbers of interviews in any separate grouping. "Controlled distribution," "quota control," or "allocated sample" mean the assignment of a given number of calls in each of many different groups, such as incomes, section of the country, sex, age, etc.

Set-Owner—A radio-equipped home. Not an individual, and usually considered as a home contacted where the set is in working order. One set-owner may represent several sets, and/or several individual listeners.

Set-User—A set-owner, usually a family, using its radio set at all during the individual period being covered by any separate part of the survey. If a survey covers a full day in each interview, the set-user is probably the family using a set at all during the day. If the survey covers only fifteen minutes, or a single minute (as in the coincidental) set-use applies to those times. A morning user (afternoon, evening, full daytime, full day, etc.) refers to use at all during the whole morning (afternoon, etc.).

Signal—May be loosely defined as the music, talk, or any other sound which the listener hears from a given station. More exactly, the signal is the electrical impulse or radio wave broadcast by the station.

Slump—A decline in rating, percentage, etc.

Split Network—A special combination of stations designed to cover a limited area.

Sponsored Program—A network or local program which is put on the air for the commercial purposes of one or more companies or individuals served by the station or network.

Station Area—The geographical area which a station reaches.

Station City—City, in or near which, the transmitter of a station (usually a network station) is located.

Supplemental Cities (or Stations)—Arbitrary groupings by the network of cities or stations usually outside the basic area.

Sustaining Program—A network or local program which is not sponsored for commercial purposes.

Triple Network City—City in or near which are located the stations of three networks. There are also "dual network cities," etc.

Typical—Loosely defined as a figure (rating, percentage, etc.) which occurs often, and may be expected to be representative of the majority of ratings, percentages or individual circumstances. "Atypical" is the unusual.

Variation—Ups and downs of a given rating (percentage, etc.) due to seasonal changes, differences among incomes, sex or age preferences, differences by days, parts of the day. etc. Also sometimes arising from insufficient cross-section.

GLOSSARY OF RECORDING TERMS

Prepared by World Broadcasting System, Inc.

Note: Only specialized phrases are included here. For the general terminology employed in recording, see the other Glossaries.

Master—An accurate reverse copy of the original wax, made in a hard material, generally copper. Both pressings and mothers can be made from the master.

Master Test Pressing—A pressing obtained from the master prior to the making of a mother or production pressings; tested by competent listeners trained to detect musical and processing defects.

Mother—A copy of the master in a hard material, generally copper; the impression corresponding to those originally cut in the wax.

Preform—A biscuit made of vinylite powder in such a form that it can conveniently be passed through a heated tunnel.

Stamper—An exact reverse reproduction of the mother. Made of hard material, generally copper, which is either nickelled or chromium-plated, and used to make the impressions in the material, from which the final records are made.

Thermo-Plastic Mother—A special type of mother. This type of mother is obtained from the master by making an exact reproduction in a material which is plastic when heated.

Vinylite—A transparent, non-hygroscopic plastic, having properties suitable for the production of high quality records.

Wax—A soft substance, free from chemical impurities and dirt, in which the original impression is made.

GLOSSARY OF COMMERCIAL RADIO TERMS

By JOSEPH J. WEED

President, Weed & Co., Station Representatives

Note: These terms apply to the daily business of buying and selling network, or spot, time. They are intended to cover, in loose form, the ground most often traversed in sales transactions concerning stations or networks as commercial commodities.

Account—A bookkeeping term transferred into the sales phase of radio, designating any buyer of radio time; i. e., one whom the station bills as debitor for time purchased. The terms "sponsor" and "account" are frequently used as synonyms.

Account Executive—A designated person in an advertising agency who administers an "account"; the go-between an account and advertising media.

Across the Board—A commercial period used by a sponsor at least five times a week at exactly the same time each day. Thus, a sponsor who purchases a 15-minute segment from Monday through Friday at 5 p. m. is known "to hit the 5 o'clock strip." The origin of the term "strip" undoubtedly lies in the drawing up of station schedules, when a penciled notation through the same time segment every weekday made a "strip across the board."

Advertiser—

(a) *National Advertiser*—An advertiser whose products have nationwide distribution, or who can profit by advertising on a national scale.

(b) *Regional Advertiser*—An advertiser whose products are sold only in a restricted area, or region, and who advertises accordingly.

(c) *Local Advertiser*—An advertiser whose sales and promotion are confined to his local town or marketing area.

Affiliation—The network connection of any station.

Agency—Generally used to designate an advertising agency; i e., an organization whose primary function is to counsel and aid the advertiser in preparing a campaign to stimulate purchases of his goods.

Agency Commission—A sum—usually 15% of the gross receipts from an account—paid to the advertising agency by any medium which has been used in a campaign. (Note: An advertising agency is NOT hired by the advertiser; its compensation is derived from media in which advertising is placed via the "commission" system. The origin of this practice dates back to the time when advertising agencies were brokers in newspaper space, rather than counsellors for advertisers.)

Announcement—Pure advertising via radio; commercial promotion sans any entertainment attempts.

(a) *Straight Announcement*—Usually an announcement running one minute, or 100 words.

(b) *Short Announcement*—An announcement of 50 to 75 words.

(c) *Cut-in or Chainbreak*—An announcement, from 10 to 30 words in length, inserted into the pause between programs. Since these pauses are slightly longer than necessary for mere identification either of station or network, the local station often sells the excess time for very short announcements.

Audience—All who listen to a radio program broadcast over a specific station are said to be the "audience" of that station.

(a) *Regular Audience*—Those listeners claimed to be listening regularly to a specific station. Further explanations of this term are impossible, due to the wide variation in method of determining what constitutes a "regular" audience.

(b) *Potential Audience*—All those set-owners able to tune in any specific station without difficulty are said to constitute that station's potential audience.

Audience Builder—A good program—one which attracts a large audience.

Base Rate—See Rates.

Basic Station—See Station.

Blanket Contract—A long term contract, whose stipulations, discounts, etc., cover a series of individual advertising campaigns by any one sponsor and/or his subsidiary companies.

Block—A program which cannot be moved out of the time segment it occupies into substitute time.

Blocked Out Time—(a) Time which for some reason or another may not be sold. (b) A plan put into operation by the National Broadcasting Co., which provides for certain periods in the broadcasting day to be under permanent option to the National Broadcasting Co. and certain other periods to be free from this option.

Build-Up—Any plan to increase the popularity of a program, personality or product.

Build-Up Announcements—Announcements run by a station previous to the initial broadcast of a new program in order to start it off with a good audience. (Frequently these announcements are rendered free as a merchandising service—see Merchandising.)

Campaign—A series of programs or announcements designed to accomplish a certain advertising objective. Usually a "campaign" is formulated in terms of 13 weeks, or multiples thereof.

Chain Breaks—See Announcements.

Channel—The wave length occupied by a radio station—the broadcasting frequency.

(a) *Clear Channel*—A channel held for the sole nighttime operation of a single (high-wattage) station.

(b) *Regional Channel*—A frequency split up among four or five stations located strategically so as to avoid interference with each other.

(c) *Local Channel*—A channel permitted to low power stations only, and set up on the same general basis as a regional channel but with many stations at more frequent intervals.

Client—An active or potential advertiser.

Commercial—Any broadcast which is paid for. Opposite of "sustaining program" or "sustainer."

(a) *Commercial Announcement*—Same as "Announcement" (which see).

(b) *Commercial Continuity*—That portion of a radio program devoted to the advertiser's sales message.

(c) *Commercial Manager*—An employe of a radio station in charge of commercial programs.

Commission—A percentage of the total amount of the contract intake paid an individual or an organization for efforts in assisting to secure that contract. (See Agency Commission; also see Station Representatives.)

Continuity—The frame of a radio program in written form. This usually includes that part of the program which is to be spoken.

Cooperative Program—A commercial program paid for by more than one advertiser. Cooperative programs are frequently used by units of an industry or profession, any one of which is not large enough or influential enough to necessitate a widespread campaign, but which, when added together, may undertake widespread advertising in cooperative sharing of expenses and benefits.

Co-Sponsor—An advertiser who, in company with other advertisers, pays for a share in a commercial program.

Courtesy Announcement—An announcement given an advertiser without charge. Usually in connection with a change in time or day in the schedule.

Cumulative Discount—See Discount.

Cut-Ins—See Announcements.

Daytime Station—A station which signs off at sundown.

Dead Spot—A location well within the normal service area of the station where the signal of a certain radio station is either very poor or absolutely inaudible.

Dealer Helps—Various types of material and efforts designed to increase retail sales. Window streamers, counter cards, flyers and window displays are the most common.

Directional Antenna—A broadcasting antenna designed to approximately send a strong signal across diametrically opposed compass points, meanwhile shutting out the signal from all other points. Thus, a directional antenna may be used to throw a strong North-South signal while excluding East-West coverage.

Discount—A percentage of the revenue from radio time deducted for one reason or another.

(a) *Agency Discount*—A sum—usually 15%—paid the advertising agency. See Agency Commission.

(b) *Cash Discount*—A special 2% (usual) discount allowed by certain stations to advertising agencies in consideration of receiving the advertiser's payment within 10 days of billing date.

(c) *Cumulative Discount*—A discount earned by combining several frequency discounts into a large-scale deduction.

(d) *Frequency Discount*—A discount allowed the advertiser off the base rate for running a multiple number of programs within a certain period.

Disc—Any recording.

Fading—The increasing and diminishing of the strength of signal from certain broadcasting stations in definite localities.

Fill—Any program used to fill out a period.

Frequency—(a) The wave length on which a radio station is licensed to broadcast—kilocycle frequency. (b) The number of programs or announcements run per day, week, month or year.

Frequency Discount—See Discount.

Full Time Station—A station licensed by the Federal Communications Commission to operate 24 hours a day if desired. The usual period of operation, however, is about 18 hours a day.

Hashing—Jumbled signals from two radio stations on the same frequency, or adjacent frequencies, audible in a single locality.

Hook-Up—Two or more stations connected by wires.

Independent Station—See Station.

Interference—Anything which interferes with the proper reception of a broadcast signal. This may be the signal of another station, local electrical disturbances, or natural static electricity.

Institutional Program—A program designed to build good-will and create a favorable impression, as opposed to a program aiming at immediate sales.

Lines—The wired linkage between two or more stations. Lines are referred to as "Class A," "B," etc., in accordance with their quality—i.e., their ability to carry wide tonal ranges.

Live Campaign—A series of programs or announcements broadcast by living performers (as opposed to recordings).

Local—Anything originating in the station itself or the town in which it is located.

Long Lister—A trade term applied to station representatives who have a long list of client stations.

Medium—A ready-created means of public information or entertainment which the advertiser may use as a channel for distributing his sales message. Radio, magazines, newspapers, etc., are media.

Merchandising—A subsidiary service rendered by some radio stations to the advertiser, either gratis or at very low cost, for the purpose of (a) making his radio campaign more effective in terms of listener-buyers; (b) building goodwill among dealers, distributors, etc.

(a) *Build-up Announcements*—See Build-up Announcements.
(b) *Dealer Contacts*—Personal calls made upon local dealers to familiarize them with the advertising planned and solicit their cooperation and support.
(c) *Dealer Mailings*—Letters mailed to the local dealers with the same object in view.
(d) *Wholesaler or Jobber Contacts*—Similar efforts with the wholesaler.
(e) *Investigations*—Contacts made with the wholesale or retail trade in an endeavor to learn specific facts on sales or distribution.
(f) *Publicity*—Printed information designed for free insertion as news in a newspaper or trade publication to the advantage of the advertiser.

Mobile Unit—A miniature broadcasting unit, usually short wave, which may be moved quickly to any point. This is becoming increasingly more valuable as its many possible uses are realized.

Musical Clock—Any program which employs music interspersed with time signals at regular intervals. An early morning feature on a great many stations.

Musical Fill—A "fill" using music. See Fill.

Network—Two or more stations united by lines. These are as follows:

(a) *National Network*—A network of stations covering the entire United States or the greater part of it.
(b) *Regional Network*—A network covering only a definite portion of the country.
(c) *Split Network*—A portion of the main network. Usually a necessity created by distribution problems.
(d) *Special Network*—A group of stations not ordinarily united by wires, tied together temporarily for a special purpose.

Network Time—That time on a radio station under permanent option to a network.

Originate—To create a program.

Outlet—Any radio station.

Over-All Cost—The total cost of broadcasting a definite program or campaign.

Package—A special service assembled and sold to an advertiser, usually with a concession in rate. Thus, a baseball "package" may represent a sum of programs comprising pre-season games, build-up announcements, regular schedule games, and other similar fare classifiable as a unit. The advertiser is billed in terms of a lump sum, for a lump service, rather than in terms of many composite items.

Participating Program—A program, generally built as a unit by the station, in which segments may be sponsored by various advertisers. The idea behind the participating program is (a) to afford sponsorship of a good quality program on a cheap basis; and (b) to attract sponsors who otherwise would find it impossible to afford radio broadcasting.

Part Time Station—A station licensed by the Federal Communications Commission to broadcast only at certain definite hours.

Primary Coverage—See Coverage.

Program—Any broadcast designed to entertain or instruct the listener.

(a) *Commercial Program*—Program that is paid for by an advertiser.
(b) *Sustaining Program*—One that is put on gratuitously as a service to the listener.
(c) *Participating Program*—See Participating Program.
(d) *Local Program*—One broadcast locally only.
(e) *Network Program*—One which is broadcast over a number of stations.
(f) *Service Program*—A program which delivers a listeners' service such as news, sports, etc.

Plug—A commercial announcement.

Rates—

(a) *Base Rate*—The master rate set up by any station or network. From this master rate, all other rates of like nature are computed. Usually the base rate is taken to be one hour on a one-time evening basis. Half-hour and quarter-hour base rates are, however, common. And individual peculiarities make for other types of base rates.
(b) *National Rate*—The fee for broadcasting charged the national advertiser.
(c) *Local Rate*—The fee charged the local advertiser.
(d) *Network Rates*—The fee charged for using more than one station on a single broadcast.
(e) *Class of Rates*—Most stations charge different rates for different periods in the day or evening on the theory that there are larger audiences at certain times than others. For the most part the class "A" rates (the highest) apply to nighttime broadcasting and classes "B," "C," etc. (lower in scale) to other times of the day.
(f) *Gross Rate*—The card rate before any discount is deducted.
(g) *Net Rate*—The rate after discounts have been deducted.
(h) *Over-All Rate*—The entire charge including talent and time.
(i) *Package Rate*—A special rate for a "package" of broadcasting. See Package.

Recording—A transcribing of a radio program into a permanent or semi-permanent cast for reproduction purposes. Also used in reference to a phonograph record.

Remote Pickup—A broadcast which originates outside of the studio proper, as, for instance, in a night club, ball park, etc.

Schedule—(a) The orderly arrangement of programs throughout the day. (b) A plan for broadcasting; a campaign.

Script Show—A program chiefly monologue or dialogue. Any program read entirely from a written manuscript.

Serial—A series of programs involving a continuous story or contingent events.

Service Features—Special use of the facilities of a radio station to provide a regular service to the listening public. These include news reports, weather reports, time signals, temperature reports, etc.

Short Lister—A station representative with a limited list of clients.

Signal Strength—The strength of the electrical impulse at any given point remote to the transmitter.

Skip Signal—A radio signal which is progressively audible and inaudible and then audible again at various points crossed while traveling in a straight line away from the transmitter. See Dead Spot.

Spot Broadcasting—Announcements or programs broadcast independently over one or more radio stations (as opposed to network broadcasting).

Spots—(a) Locations selected for spot broadcasting. (b) Locations for announcements or programs available in the schedule of a station.

Staggered Schedule—Announcements or programs run at different times on different days.

Station—A radio broadcasting unit operating upon license from the Federal Communications Commission.

(a) *Basic Station*—One belonging to the basic group in a national network.
(b) *Supplementary Station*—An affiliate of a national network not in the basic group.
(c) *Independent Station*—A station not connected with a network.

Station Representatives—(a) Individuals or organizations employed to sell the station's time to national advertisers. The usual commission paid the representative by the station is 15% of the "net"—i.e., 15% of the amount of sponsor money secured after the agency commission has been deducted. (b) Any authorized envoy of a radio station.

Station Time—(a) The commodity which the station has to sell. (b) Where "blocked off" time exists, the time not under option to the network.

Studio Program—A program which originates in the studios. See Remote Pickup.

Sustainer—A program broadcast by the station "in the public's interest, convenience and necessity" and not paid for.

Talent Cost—The cost of producing the program aside from station time charge.

Time Broker—An individual or organization acting as an intermediary between radio stations which have no duly authorized representatives and the advertiser or his agency.

Time Buyer—(a) An employee of an advertising agency whose responsibility it is to know radio stations and their markets and to make the proper selections of stations in accordance with the requirements of the advertiser. (b) Anyone who buys radio time.

Transcribed Campaign—Announcements or programs broadcast from recordings. See Campaign.

Transcription—A recording of announcements or programs made for broadcast purposes only.

Transmitter—The actual electrical apparatus which releases the broadcast impulse into the air.

Waxes—See Transcription.

Web—A trade term commonly used instead of "network."

MAJOR SPORTS SPONSORS—1937

From information tabulated by over 500 stations, the list below has been compiled. It includes only the sponsored record of those stations which:

(1) Were certain about their 1937 sports setup at the time they were queried.

(2) Had national (not local) sponsors for their sports.

Some changes and additions to this list will undoubtedly be made in actuality throughout the course of the year. The intention here is solely to enable identification of those major national sports sponsors whose buyings cover entire sections of the nation.

To the list, of course, should be added the name of the Ford Motor Co., which annually sponsors the World Series baseball games. This sponsor has not been listed under any one station, or stations, because the schedule covers so many outlets that the item, if noted below, would become unduly repetitious.

KABC, San Antonio.....San Antonio baseball club games for Kellogg.

KARK, Little Rock.....University of Arkansas football for Lion Oil Refining Co.

KAST, Astoria.....Pacific Coast conference football for Associated Oil.

KBTM, Jonesboro.....St. Louis Cardinals baseball games for General Mills.

KEX, Portland.....Baseball games for General Mills.

KFAB, Lincoln.....Baseball games for General Mills.

KFAC, Los Angeles.....Pacific Coast League baseball games for General Mills.

KFI, Los Angeles.....Pacific Coast conference football games for Associated Oil.

KFSO, San Francisco.....Football and track from University of California and Stanford for Associated Oil.

KGA, Spokane.....Pacific Coast conference football games for Associated Oil.

KGMB, Honolulu.....Pacific Coast conference football games for Associated Oil.

KHJ, Los Angeles.....Pacific Coast conference football games for Associated Oil.

KHQ, Spokane.....Pacific Coast conference football and basketball games for Associated Oil.

KHSL, Chico.....Pacific Coast conference football games for Associated Oil.

KIRO, Seattle.....Baseball games for General Mills.

KJBS, San Antonio.....Pacific Coast conference track and basketball for Associated Oil.

KMOX, St. Louis.....All home baseball games of the St. Louis Cardinals and Browns for the Kellogg Co.

KOMA, Oklahoma City.....Football games for the Kellogg Co.

KORE, Eugene.....Track meets for Associated Oil.

KPRC, Houston.....Southwest conference football games for Humble Oil & Refining.

KRNR, Roseburg.....Pacific Coast conference football games for Associated Oil.

KTAT, Fort Worth.....Southwest Conference football games for Humble Oil & Refining.

KTSA, San Antonio.....Baseball and football games for Magnolia Oil and Humble Oil.

KTUL, Tulsa.....Baseball games for General Mills; out-of-town hockey games for Coca-Cola.

KUJ, Walla Walla.....Pacific Coast conference football games for Associated Oil.

KWG, Stockton.....Pacific Coast conference football games for Associated Oil.

SPORTS SPONSORS—Continued

KWK, St. Louis.....Baseball games for Socony-Vacuum and General Mills (conjoint sponsorship).

KWKH, Shreveport.....St. Louis Cardinals' baseball games for General Mills.

KXBY, Kansas City.....Kansas City Blues' baseball games for General Mills.

KYA, San Francisco.....Baseball games for General Mills.

WAAB, Boston.....Home major league baseball games for General Mills and Socony-Vacuum alternately.

WALA, Mobile.....Southern League baseball games for General Mills.

WAZL, Hazelton.....Baseball games for Atlantic Refining.

WBAL, Baltimore.....Football games for Atlantic Refining.

WBBM, Chicago.....Major league baseball games for General Mills and Socony-Vacuum alternately.

WBRC, Birmingham.....Baseball games for General Mills and R. P. McDavid Co., alternate games.

WBRE, Wilkes-Barre.....New York-Pennsylvania League baseball games for Atlantic Refining; also football for Atlantic Refining (University of Pennsylvania games).

WBRY, Waterbury.....Boston major league baseball games for Socony-Vacuum and General Mills alternately. Yale home football games for Socony-Vacuum.

WBT, Charlotte.....Baseball games for General Mills. Football games for Atlantic Refining.

WCAE, Pittsburgh.....University of Pittsburgh football games for Atlantic Refining.

WCAU, Philadelphia.....Major league baseball games for General Mills. Football games for Atlantic Refining.

WCCO, Minneapolis.....Weekday baseball in Minneapolis for General Mills.

WCHV, Charlotteville.....Football games for Atlantic Refining.

WCPO, Cincinnati.....Cincinnati Reds' baseball games for Socony-Vacuum and General Mills (conjoint sponsorship).

WCSH, Portland.....Yale home football games via Yankee Network for Socony-Vacuum.

WDBJ, Roanoke.....Football games for Atlantic Refining.

WDNC, Durham.....Baseball games for Coca-Cola Bottling. Football games for Atlantic Refining.

WEAN, Providence.....Boston major league baseball games, and Yale home football games for Socony-Vacuum.

WEBR, Buffalo.....Baseball for the Kellogg Co.

WFAA, Dallas
WBAP, Fort Worth.....Southwest Conference football games for Humble Oil & Refining.

WGN, Chicago.....Major league baseball games for P. Lorillard Tobacco.

WHAM, Rochester.....Rochester Red Wings' baseball games for General Mills.

WHEC, Rochester.....Baseball games (unspecified) for the Kellogg Co.

WHIO, Dayton.....Cincinnati Reds' baseball games for Socony-Vacuum.

WIBM, Jackson.....Detroit Tigers' baseball games for Socony-Vacuum and General Mills.

WIND, Gary.....Major league baseball games for General Foods.

WINS, New York.....Road baseball games and reconstruction of games, Giants and Yankees, for General Mills.

WIRE, Indianapolis.....Indianapolis Indians' baseball for General Mills.

WIS, Columbia.....All out-of-town baseball games of the Columbia team of the South Atlantic League for General Mills.

WISN, Milwaukee.....Baseball games for Wadhams Oil and General Mills.

WJAC, Jacksonville.....Option to the University of Florida football games held by Standard Oil of Kentucky.

SPORTS SPONSORS—Continued

WJAS, Pittsburgh.....Baseball games for General Mills.

WJIM, Lansing.....Detroit Lions' professional football games for Standard Oil of Indiana. Detroit Tigers' baseball games for Socony-Vacuum.

WJJD, Chicago.....Major league baseball games for General Mills.

WJSV, Washington, D. C.....Baseball games for General Mills. College football for Atlantic Refining.

WKZO, Kalamazoo.....Baseball games for Socony-Vacuum and General Mills.

WLAC, Nashville.....Out-of-town baseball games of the Nashville club for General Mills.

WLLH, Lowell.....Major league baseball in Boston for Socony-Vacuum and General Mills alternately. Yale home football games for Socony-Vacuum.

WLVA, Lynchburg.....Conference football games for Atlantic Refining. Home semi-professional baseball games for Coca-Cola and Chevrolet. City-wide marble tournaments for Nehi Bottling Co.

WMCA, New York.....Baseball scores and news for General Mills.

WNAC, Boston.....Boston major league baseball games for General Mills and Socony-Vacuum alternately. Yale home football games for Socony-Vacuum.

WNBR, Memphis.....Out-of-town baseball games of the Memphis team in the Southern Association for Coca-Cola Bottling; also college and prep football games and A. A. U. boxing for the same sponsor.

WNEW, New York.....Newark Bears' baseball games for General Mills.

WNOX, Knoxville.....Out-of-town baseball games of the Knoxville team for General Mills.

WOOD-WASH, Grand Rapids.....Detroit Tigers' baseball games for White Star Refining.

WOPI, Bristol.....Kings College football games for Coca-Cola Bottling.

WQAM, Miami.....Option for University of Miami football games held by Atlantic Refining.

WRNL, Richmond.....Football games—mostly University of Virginia—for Atlantic Refining.

WRR, Dallas.....Dallas Steers' baseball games for Coca-Cola and General Mills.

WRVA, Richmond.....Option for football games held by Atlantic Refining.

WSAI, Cincinnati.....Cincinnati Reds' baseball games (except those played in New York and Brooklyn) for General Mills and Socony-Vacuum.

WSBT-WFAM, South Bend.....Notre Dame football games for Ohio Oil.

WSGN, Birmingham.....Southern Conference baseball for the Kellogg Co.

WSMB, New Orleans.....Collegiate football; all out-of-town baseball games of the New Orleans Pelicans team for Coca-Cola.

WSPR, Springfield.....Boston major league baseball for Socony-Vacuum and General Mills.

WSYR, Syracuse.....Syracuse International League baseball games for General Mills and Socony-Vacuum. Syracuse University football games for Atlantic Refining.

WTCN, Minneapolis.....Baseball games for General Mills.

WWJ, Detroit.....Tigers' baseball games for Socony-Vacuum and General Mills. University of Michigan football for the Kellogg Co.

WWSW, Pittsburgh.....Recreates of the Pirates' out-of-town baseball games for Atlantic Refining.

WWVA, Wheeling.....College football games for Mail Pouch Tobacco.

RADIO BIBLIOGRAPHY

Books in the following list have been culled from the more extensive selections in metropolitan libraries, the basis of choice here being largely the same as the networks employ in their libraries.

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O'Neill, Neville, (ed.). Appleton, 1932.
Discussion of important phases of broadcast advertising by agency executives.

Advertising by Radio.
Dunlap, Orrin E., Jr. Ronald Press, 1929.
Radio as an advertising medium.

Advertising for Immediate Sales.
Caples, John. Harper and Brothers, 1936.
It tells how advertisers have dealt with the present-day public mind to produce immediate sales.

Broadcast Advertising.
Arnold, Frank A. Wiley, 1931-33.
Discussion of the medium by one of the pioneers in the field.

Broadcasting in the United States.
National Association of Broadcasters. 1933.
Advantages of the American System of Broadcasting. (Debate Manual).

Children and Radio Programs.
Eisenberg, Azriel L. Columbia University, 1936.
A study of children in the Metropolitan area, and their habits and tastes in regard to radio programs.

Decade of Radio Advertising.
Hettinger, Herman S. University of Chicago Press, 1933.
Discussion of the rise of radio as an advertising medium.

Federal Radio Commission: Its History, Activities and Organization.
Schmeckbier, Laurence F. Brookings Institution. 1932.
(Service Monographs of the United States Government, No. 65.)

Measurement in Radio.
Lumley, F. H. Ohio State Univ., 1934.
Comprehensive discussion of radio listener research. Contains case information in addition to a description of current research methods.

Outlook for Television.
Dunlap, Orrin, E., Jr. Harper and Brothers, 1932.
General discussion of the technical program and economic outlook for television.

Radio and Children.
Gruenberg, Sidonie M. Radio Institute of the Audible Arts, 1935.

Radio and Its Future.
Codel, Martin (ed.) Harper and Brothers, 1930.
General presentation of the varied aspects of all fields of radio by outstanding authorities.

Radio and the Farmer.
Brunner, Edmund de S. Radio Institute of the Audible Arts, 1935.
Relations of the radio to rural life.

Radio Broadcasting Manual.
Spaeth, F. W., Comp., National Retail Dry Goods Assn., 1935.

Radio in Advertising.
Dunlap, Orrin E., Jr. Harper and Brothers, 1931.
Case information on broadcast advertising.

Radio 'Round the World.
Haslett, A. W. Macmillan, 1934.

Radio: The Fifth Estate.
Hettinger, Herman S., (ed.) American Academy of Political and Social Science, 1935.
Latest discussion of the broadcasting field as a whole.

Radio, the story of the Capture and Use of Radio Waves.
Langdon-Davies, John. Dodd, Mead & Co., 1935.
Story of how radio works, including more than the usual amount of straight electrical background.

Retail Advertising and Sales Promotion.
Edwards, Charles M., Jr. and William H. Howard. Prentice-Hall, New York. 1936.
This book is broad in scope, and exceptionally studious in nature.

Story of Radio.
Dunlap, Orrin E., Jr. Dial Press, 1935.
Popular discussion of the rise in radio and its scientific bases.

Survey of Radio.
Harding, A. Actors Equity Assn., 1934.

Television: Its Methods and Uses.
Felix, Edgar H. McGraw-Hill, 1931

Ten Years Before the Mike.
Husing, Ted. Farrar & Rinehart, 1935.

This Thing Called Broadcasting.
Goldsmith, Alfred N., and Austin C. Lescaboura. Holt, 1930.
History of the rise of broadcasting.

Use of the Radio in Leisure Time.
Bryson, Lyman. Radio Institute of the Audible Arts, 1935.

Using Radio in Sales Promotion.
Felix, Edgar H. McGraw-Hill, 1927.
An early book on radio advertising.

What About Radio?
Goode, Kenneth M. Harper & Bros., 1937.

Wireless Over Thirty Years.
Vyvyan, R. W. Rutledge & Sons, Ltd., 1933.

BROADCASTING TECHNIQUE

Gateway to Radio.
Firth, Ian, and Gladys Shaw-Erskine. Macaulay, 1934.
Discussion of program and production aspects of broadcasting.

How to Write for Radio.
Seymour, Katharine, and J. T. W. Martin. Longmans-Green, 1931.
Art of continuity writing.

Psychology of Radio.
Cantril, Hadley, and G. W. Allport. Harper and Brothers, 1935.
Mental setting of radio. Practical interpretation of broadcasting.

Radio Sketches and How to Write Them.
Dixon, Peter. Stokes, 1936.

Radio Speech.
Lawton, Sherman Paxton. Expression Company, 1934.
Technique of speaking before microphone.

Radio Writing.
Dixon, Peter. Century, 1931.
Presentation of the technique of writing for radio.

So-o-o You're Going on the Air.
West, Robert. Rodin Publishing Company, 1934.
Radio program technique.

Talking on the Radio.
Dunlap, Orrin E., Jr. Greenberg, Publisher, 1936.
Practical guide for writing and broadcasting a speech.

Voice and Personality As Applied to Radio Broadcasting.
Pear, T. H. Wiley, 1931.
Discussion of the voice of broadcasting, by a British psychologist.

Writing for Radio.
Whitaker-Wilson, Cecil, 1935.

EDUCATION

Art of Teaching by Radio.
Koon, Cline M. U. S. Office of Education, Bulletin No. 4, 1933.
Booklet of program presentation which should be of value to broadcast advertiser and educator alike.

Education by Radio.
National Committee on Education by Radio. Vols. 1, 2, 3, 4, 1931-34.

Education on the Air.
MacLatchy, Josephine (ed.) Ohio State Univ., 1930, 1931, 1932, 1933, 1934, 1935, 1936.
Yearbook of the Institute for Education by Radio, Ohio State University.

Educational Role of Broadcasting.
International Institute of Intellectual Co-operation of the League of Nations.
Compendium of expert opinion drawn from leading nations.

Future of Radio and Educational Broadcasting.
Tyson, Levering, and Judith Waller. National Advisory Council on Radio in Education, 1934.
Two discussions of the future of radio in education.

Handbook of Broadcasting.
Abbot, Waldo, 1936.
A complete reference on all phases of radio broadcasting.

Radio in Education.
Tyson, Levering (ed.) Univ. of Chicago Press, 1931, 1932, 1933, 1934, 1935.
Proceedings of annual assemblies of National Advisory Council on Radio in Education.

Radio, the Assistant Teacher.
Darrow, Ben A. Brown Publishing Company, 1932.
Use of radio in formal education.

Use of Radio As a Cultural Agency in a Democracy.
Tyler, Tracy (ed.) National Committee on Radio in Education, 1934.
Proceedings of the conference held May, 1934.

FOREIGN BROADCASTING

B. B. C. Yearbook.
British Broadcasting Corporation, 1929-1934.
Annual Reports.

Broadcast Advertising in Europe.
U. S. Dept. of Commerce, 1932.

Broadcasting Abroad.
Buehler, Ezra C. National Advisory Council on Radio in Education, 1934.
Summary of foreign broadcasting organization and procedure.

King's English.
James A. Lloyd. British Broadcasting Corporation, 1933.

Listes des Frequences des Stations Radioelectriques.
International Bureau of the Telegraph Union. January, 1931.

Memorandum on the Present Situation of European Broadcasting from the Point of View of Interference and the Best Means by Which This May Be Remedied.
L'Union Internationale de Radiodiffusion. Brussels, February, 1932.

Radio Markets.
Bureau of Foreign and Domestic Commerce, Electrical Equipment Division.
Current data on foreign radio markets for all countries, compiled by U. S. Consul service.

Radio Markets in the World, 1932.
Batson, Lawrence D. U. S. Gov't. Print. Off., 1932.
General picture of world broadcasting.

Reports of Radio Researches and Works in Japan.
National Research Council.

BOOKS CONTAINING ARTICLES OR CHAPTERS DEVOTED TO RADIO

Advertising Media.
Agnew, Hugh E. Van Nostrand, 1932.
Contains a chapter on broadcasting, as well as a comprehensive study of all media.

Careers in Advertising.
James, Alden (ed.) Macmillan, 1932.
Includes chapters on radio as a medium, the networks, electrical transcriptions, program production and similar considerations.

Development of American Industries, Their Economic Significance.
Glover, John G. and William B. Cornell (eds.) Prentice-Hall, 1932.

Introduction to Advertising.
Brewster, Arthur, and Herbert Palmer. McGraw-Hill.

Monographs from Recent Social Trends, Communication Agencies and Social Life.
Willey, Malcolm M., and Stuart A. Rice. McGraw-Hill, 1933.

Recent Social Trends in the U. S.
Report of President's Research Committee on Social Trends. McGraw-Hill, 1933.
Radio's development, and its social significance.

LEGAL

Air Law.
Le Roy, Howard S. Randolph Leigh Pub., 1936.

Air Law Review.
New York Board of New York University Air Law Review, 1936.

Legal Rights of Performing Artists.
Homburg, Robert. Baker, Voorhis & Co., 1934.
Translated and annotated together with an addendum by Maurice J. Speiser.

Radio Laws of the United States.
Lewis, Elmer A., Comp. U. S. Gov't. Printing Office, 1934.

NETWORKS

NATIONAL CHAINS

Information on the three major networks, delivering nationwide service, is presented here via two methods:

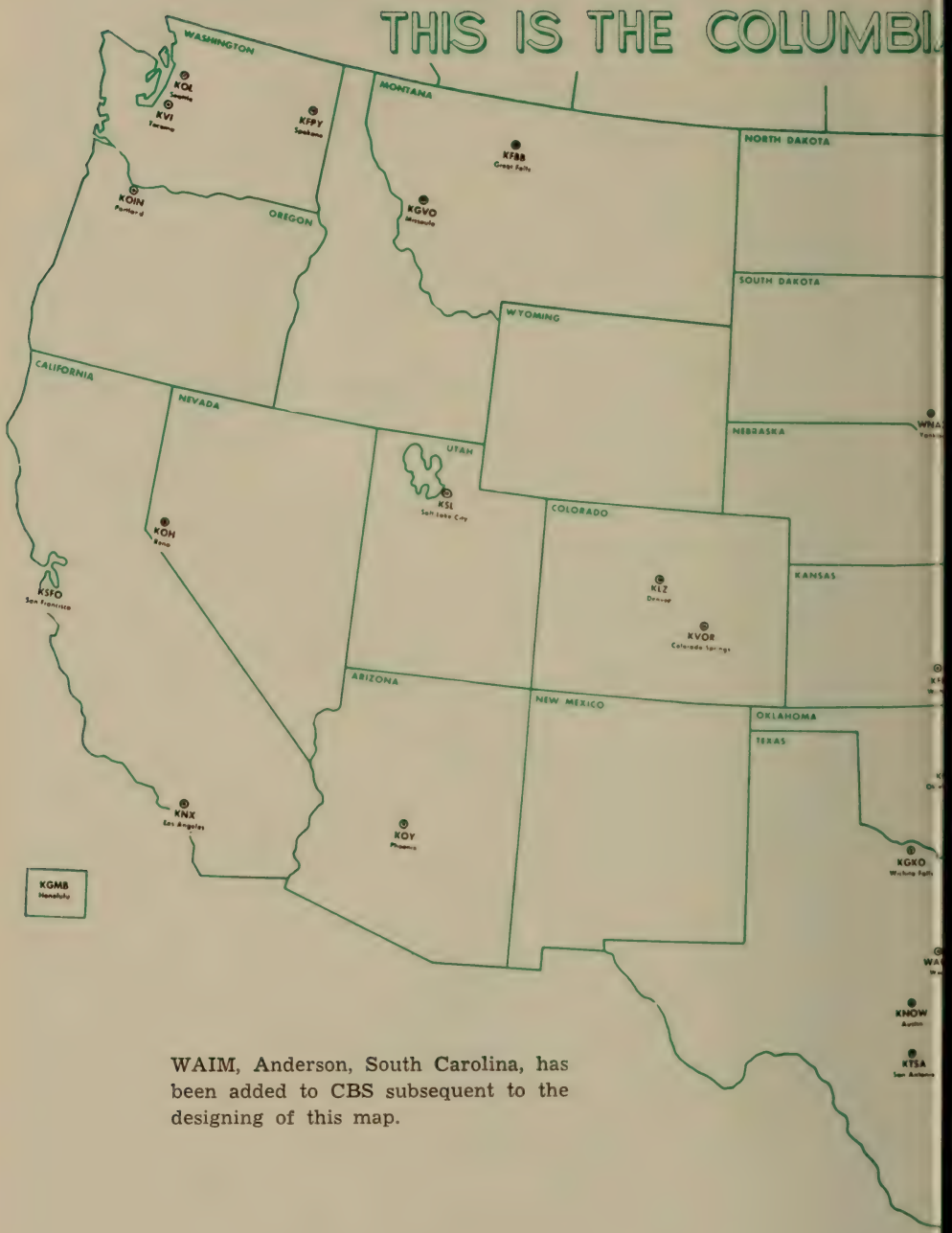
(1) Maps which indicate the call letters and locations of affiliated stations.

(2) Personnel lists, wherein the locations of branch offices are also noted.

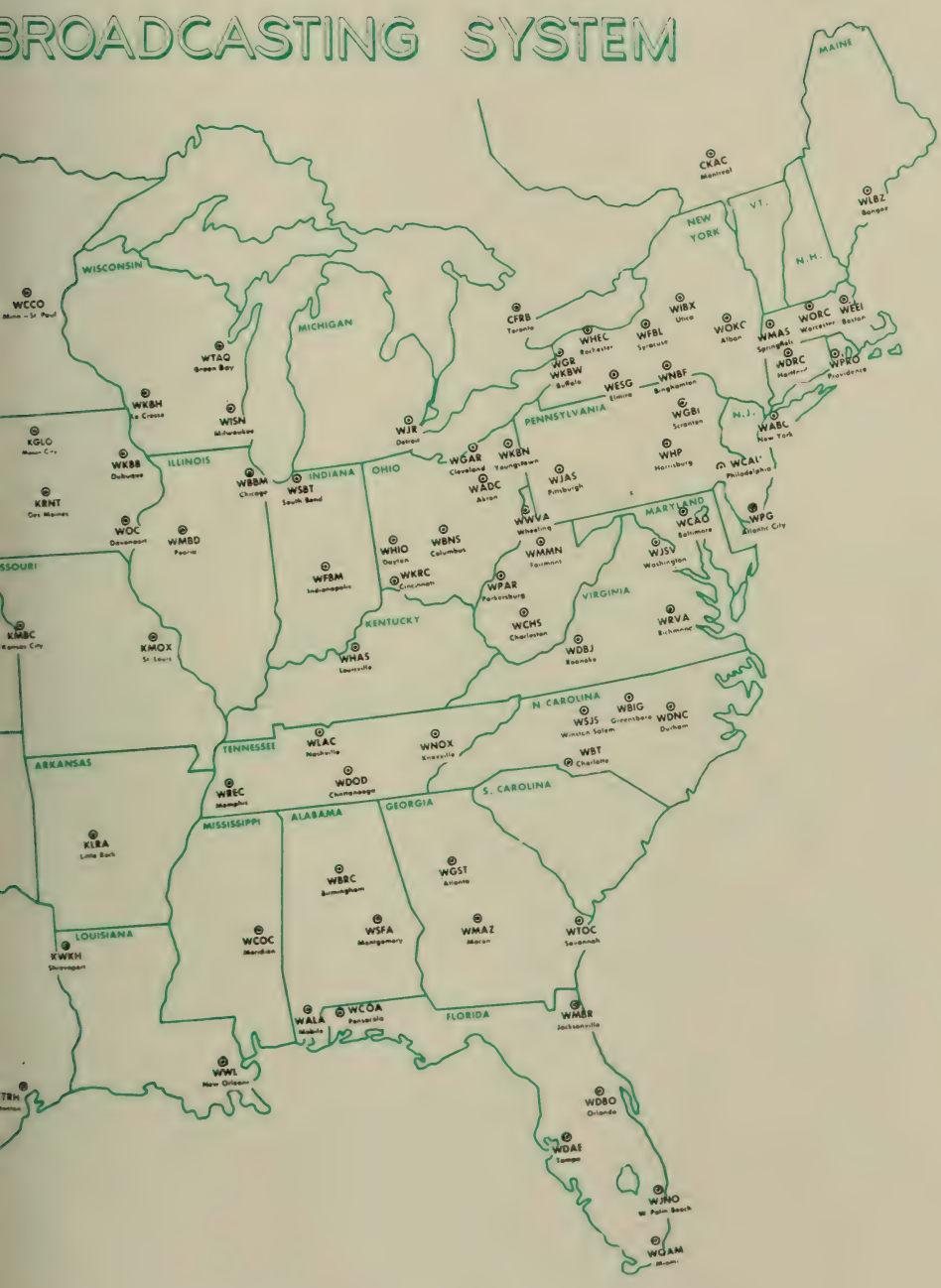
No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

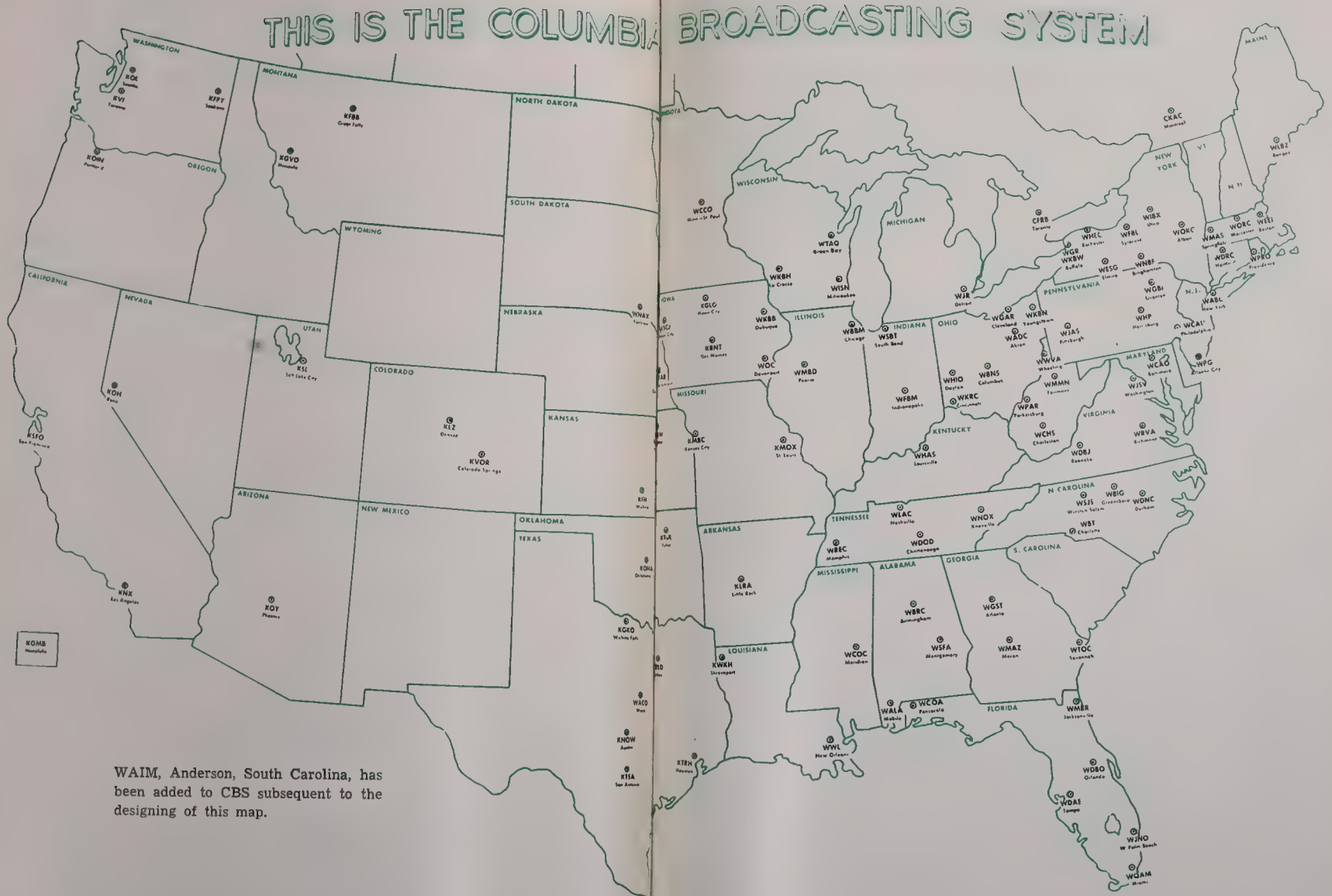
COLUMBIA BROADCASTING SYSTEM PERSONNEL LIST

William S. Paley, President.
Edward Klauber, Executive Vice-President.
Paul W. Kesten, Vice-President.
Lawrence W. Lowman, Vice-President and Secretary.
Medford R. Runyon, Vice-President.
Sam Pickard, Vice-President.
Frank K. White, Treasurer.
Frederic A. Willis, Assistant to the President.
James M. Seward, Assistant Treasurer.
Jos. A. Burgess, Jr., Personnel Manager.
Jos. H. Ream, General Attorney.
Hugh K. Boice, Vice-President in Charge of Sales.
William C. Gittinger, Sales Manager.
William H. Ensign, Assistant Sales Manager.
B. J. Prockter, Manager of Sales Service.
J. J. Karol, Director of Sales Research.
Victor M. Ratner, Director of Sales Promotion.
J. K. Churchill, Chief Statistician.
H. V. Akerberg, Vice-President in Charge of Station Relations.
J. G. Gude, Station Relations Manager.
Hugh A. Cowham, Commercial Engineer.
Edwin King Cohan, Director of General Engineering.
A. B. Chamberlain, Chief Engineer.
Peter G. Goldmark, Television Director.
Donald A. Higgins, Director of Public Relations.
Jos. McElliott, Manager of Photographic Division.
W. B. Lewis, Vice-President and Director of Broadcasts.
Douglas Coulter, Assistant Director of Broadcasts.
Max Wylie, Manager Script Division.
Paul W. White, Director of Public Affairs.
Fred Bethel, Manager of Music Division.
Jan Schimek, Director of Copyright Division.
Julius Mattfeld, Music Librarian.
Sterling Fisher, Director of Radio Talks.
Leonard H. Hole, Director of Program Service.
Harriett Hess, Manager of Typing Division.
John S. Carlile, Production Manager.



WAIM, Anderson, South Carolina, has been added to CBS subsequent to the designing of this map.


BROADCASTING SYSTEM
MAINE
VT.
N.H.
NEW YORK
WISCONSIN
MICHIGAN
PENNSYLVANIA
N.J.
ILLINOIS
INDIANA
OHIO
MARYLAND
VIRGINIA
KENTUCKY
TENNESSEE
N. CAROLINA
S. CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
LOUISIANA
FLORIDA
CKAC Montreal
CFRB Toronto
WLBZ Bangor
WCCO Minn.–St. Paul
WTAQ Green Bay
WHEC Rochester
WIBX Utica
WFBL Syracuse
WOKC Albion
WMAS Springfield
WORC Worcester
WEEI Boston
WGR WKBW Buffalo
WESG Elmira
WNBF Binghamton
WNDC Hartford
WPRO Providence
WKBH La Crosse
WISN Milwaukee
WJR Detroit
WGBI Scranton
WABC New York
KGLO Mason City
WKBB Dubuque
WGAR Cleveland
WKBN Youngstown
WHP Harrisburg
WCAU Philadelphia
WBBM Chicago
WSBT South Bend
WADC Akron
WJAS Pittsburgh
KRNT Des Moines
WWVA Wheeling
WCAO Baltimore
WFG Atlantic City
WOC Davenport
WMBD Peoria
WHIO Dayton
WBNS Columbus
WMMN Fairmont
WJSV Washington
WFBM Indianapolis
WKRC Cincinnati
WPAR Parkersburg
KMBC Kansas City
KMOX St. Louis
WCHS Charleston
WRVA Richmond
WDBJ Roanoke
WHAS Louisville
WSJS Winston-Salem
WBIG Greensboro
WDNC Durham
WLAC Nashville
WNOX Knoxville
WBT Charlotte
WREC Memphis
WDOD Chattanooga
KLRA Little Rock
WBRC Birmingham
WGST Atlanta
WSFA Montgomery
WMAZ Macon
WTOC Savannah
KWKH Shreveport
WCOC Meridian
WALA Mobile
WCOA Pensacola
WMBR Jacksonville
WWL New Orleans
WDBO Orlando
WDAE Tampa
WJNO W. Palm Beach
WQAM Miami



WAIM, Anderson, South Carolina, has been added to CBS subsequent to the designing of this map.

Walter R. Pierson, Manager of Sound Effects Division.
Gilson B. Gray, Commercial Editor.
Albert H. Bryant, Manager of Mail and Files.
John E. Forsander, Purchasing Agent.
Samuel R. Dean, Comptroller.
Arthur S. Padgett, Chief Auditor.
J. Kelly Smith, Manager of Radio Sales.
Arthur H. Hayes, Eastern Sales Manager Radio Sales.
I. S. Becker, Business Manager of Columbia Artists, Inc.
G. Stanley McAllister, Manager of Construction and Building Operations.
Henry Grossman, Eastern Division Operations Engineer.

CHICAGO

H. Leslie Atlass, Vice-President in Charge of Western Territory.
J. L. Van Volkenburg, Assistant to Mr. Atlass.
J. J. King, Assistant to Mr. Atlass.
L. F. Erikson, Western Sales Manager.
Harry Mason Smith, Chicago Sales Manager.
Frank Rand, Publicity Manager.
Wm. J. Williamson, Sales Manager Radio Sales.
Frank B. Falknor, Chief Engineer.
J. Oren Weaver, News Editor.
Robert N. Brown, Program Director.
Robert Hafter, Production Manager.
Urban Johnson, Sound Effects Manager.
Wayde Grinstead, Sales Promotion Manager.
J. V. McLoughlin, Accountant.

WASHINGTON

Harry C. Butcher, Vice-President.
A. D. Willard, Jr., Sales Manager and Station Manager WJSV.
Clyde Hunt, Chief Engineer.
Harry R. Crow, Accountant.
Frederick A. Long, Program Director.
Ann Gillis, Publicity Manager.
Paul A. Porter, Attorney.

CINCINNATI

John McCormick, Manager of Station WKRC.
Frank Dieringer, Chief Engineer.
Ruth Reeves Lyons, Program Director.
Margaret Maloney, Publicity Manager.

CHARLOTTE

William A. Schudt, Jr., Manager of Station WBT.
H. H. Holtshouser, Accountant.
James Beloungy, Chief Engineer.
Chas. H. Crutchfield, Publicity Director.
D. H. Long, Sales Manager.

MINNEAPOLIS

Earl H. Gammons, Manager of Station WCCO.
Ruth M. Brinley, Accountant.
H. S. McCartney, Chief Engineer.
Hayle C. Cavanor, Program Director.
Alvin B. Sheehan, Manager of Artists Bureau.
K. W. Husted, Sales Manager and Assistant Station Manager.

ST. LOUIS

James D. Shouse, Manager of Station KMOX.
G. L. Tevis, Chief Engineer.


glad to help

Whether you're stuck on tough radio problems, or little ones!

Sometimes a phone call does the trick. Sometimes it takes a week of work. In either case we're glad to help . . . whether you're stuck on tough radio problems, or little ones. Glance over these typical questions. They are a few of the hundreds recently asked and *answered* at CBS: "headquarters for radio facts" as someone was nice enough to call us.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?



Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?



How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?

What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?



Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.

What programs are now on the air, day or night, that are devoted to fashions in dress?

Ask us another . . . One of the more important jobs at Columbia is helping you solve radio problems. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York City



VARIETY, you've done a swell job! Much of the material assembled in your new directory is nowhere else available, between covers. But radio data gets old *fast*. New material, new developments, are *always* in work. That's why we shall continue to report radio's growth as closely in the future as we have in the past . . . It's an integral part of the *complete* service of the Columbia Broadcasting System. We're glad to help.

R. S. Gillingham, Accountant.
C. G. Renier, Program Director.
Merle S. Jones, Publicity Manager.
K. W. Church, Sales Manager.
Louis Nelson, Sales Promotion Manager.

HOLLYWOOD

D. W. Thornburgh, Vice-President and Manager of KNX.
John M. Dolph, Assistant to Vice-President.
C. A. Carlson, Accountant.
Lester Bowman, Western Division Operations Engineer.
John Clarke, News Editor.
Charles Vanda, Program Director.
Hector L. Chevigny, Continuity Editor.
Fox Chase, Director of Special Events.
Edith S. Todesca, Production Manager.
DeLafayette Carter, Publicity Manager.
Harry W. Witt, Sales Manager, Los Angeles.
Henry M. Jackson, Sales Manager, San Francisco.
Edwin W. Buckalew, Director of Sales Promotion, Los Angeles.
Oscar Reichenbach, Director of Sales Promotion, San Francisco.
Alan Cormack, Traffic Manager.

BOSTON

Harold E. Fellows, Manager of Station WEEI.
Sidney L. Hoffman, Accountant.
Philip K. Baldwin, Chief Engineer.
Lloyd G. del Castillo, Production Manager.
Lewis S. Whitcomb, Publicity Director and Assistant Station Manager.
H. Roy Marks, Sales Manager.

DETROIT

Webster H. Taylor, Sales Manager.
Owen F. Uridge, Radio Sales Representative.

LONDON

E. R. Murrow, European Representative.

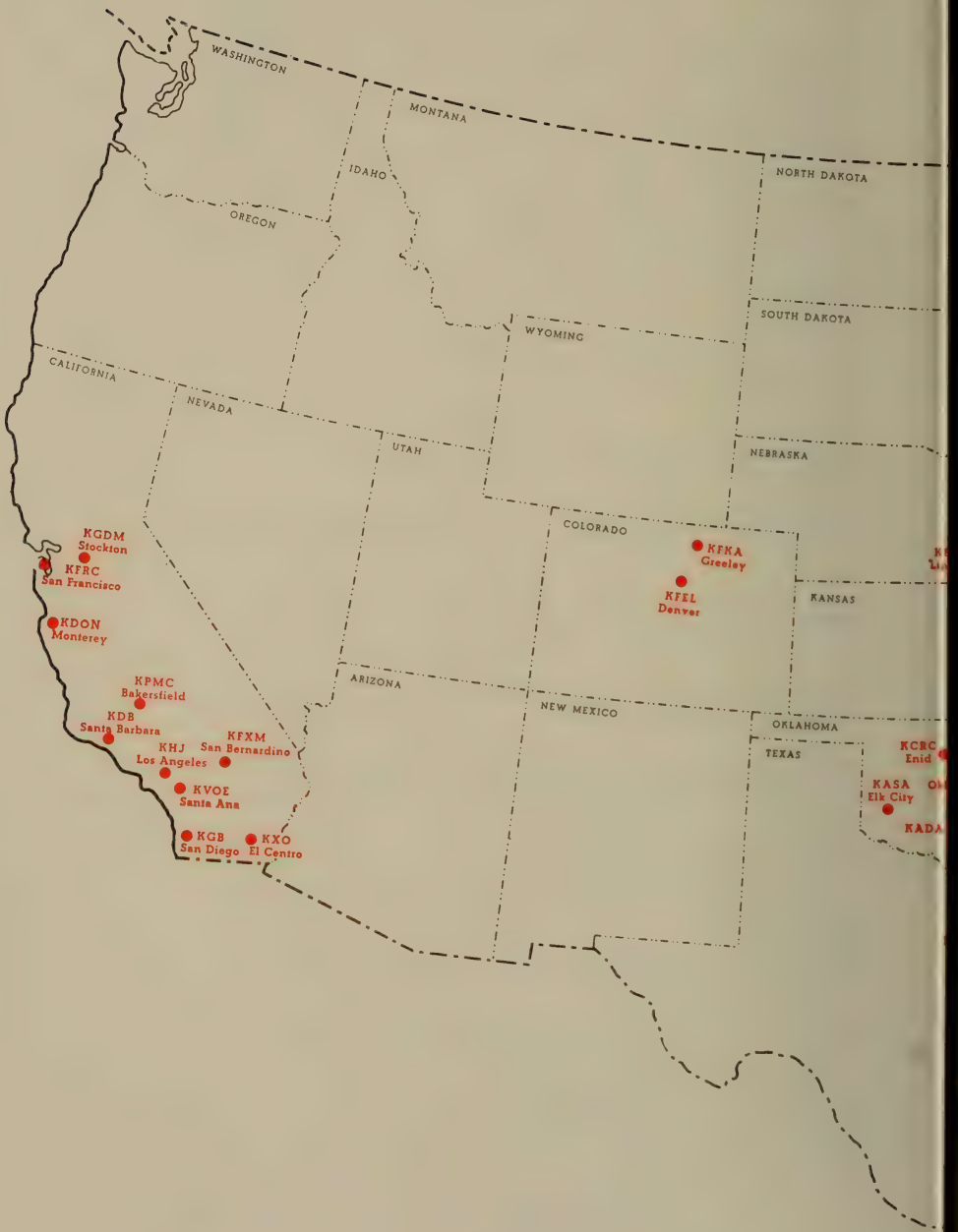
MUTUAL BROADCASTING SYSTEM PERSONNEL LIST

Alfred J. McCosker, Chairman of the Board; W. E. Macfarlane, President.
T. C. Streibert, Vice-President.
E. M. Antrim, Secretary-Treasurer.
Fred Weber, General Manager.
David D. Chrisman, Eastern Sales Representative.
Ade Hult, Salesman.
John R. Overall, Salesman.
George U. Harvey, Salesman.
Sidney P. Allen, Salesman.
Clifford H. Glick, Salesman.
Robert A. Schmid, Sales Promotion Manager.
Lester Gottlieb, Publicity Coordinator.
Adolph Opfinger, Program Coordinator.
Andrew L. Poole, Traffic Manager.
Don Pontius, Midwestern Program Coordinator.
Miles E. Lamphiear, Auditor.

MUTUAL BROADCASTING SYSTEM OFFICES

Chicago: Chicago Tribune Tower. Phone: Superior 0100.
New York: 1440 Broadway. Phone: PEnnsylvania 6-9602.
Los Angeles: Don Lee Building, Seventh at Bixel Street. Phone: Van Dyke 7117.
Boston: 21 Brookline Avenue. Phone: Commonwealth 0800.

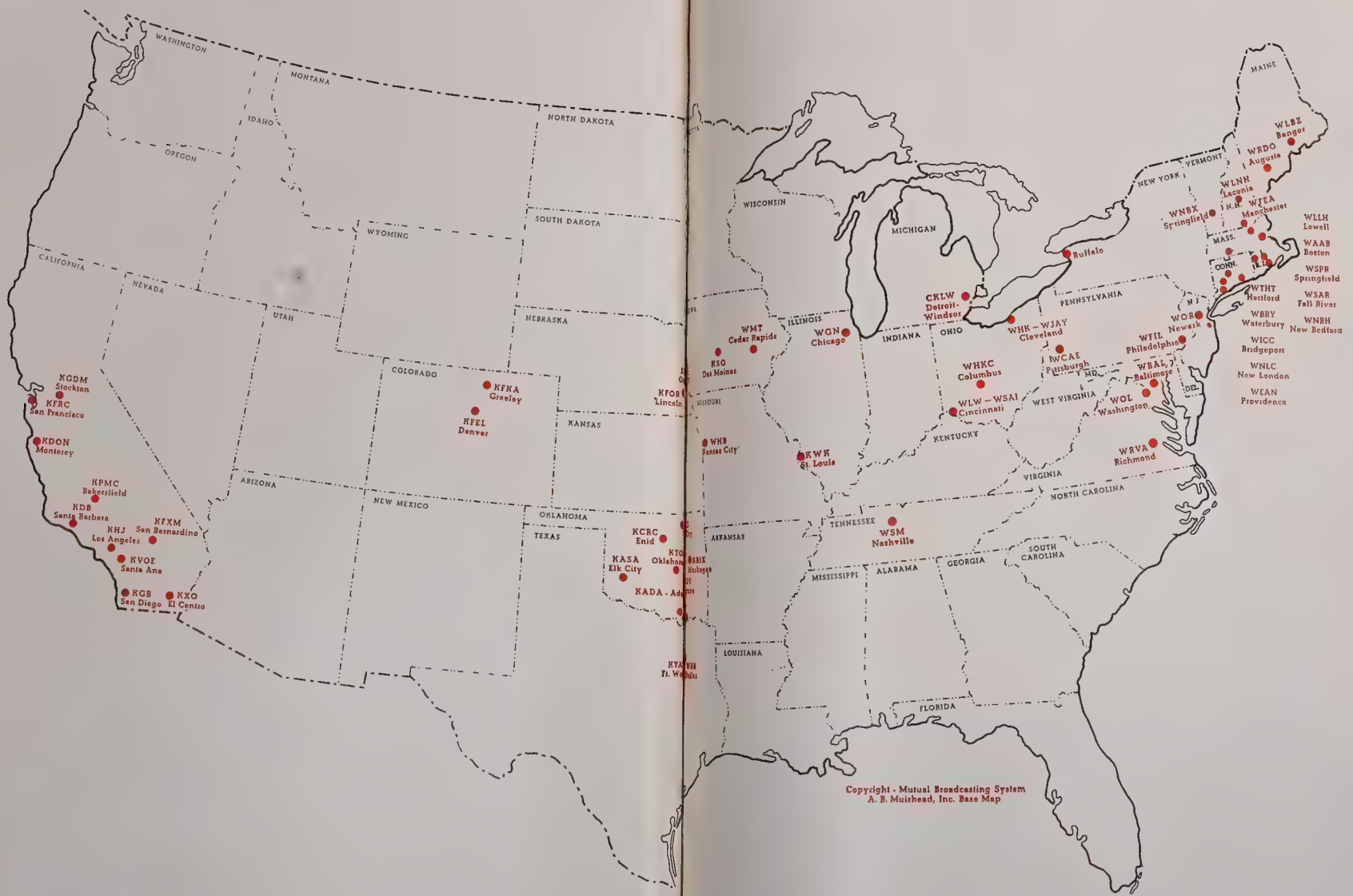
THIS IS THE MUTUAL B



ADCASTING SYSTEM



THIS IS THE MUTUAL BROADCASTING SYSTEM



Copyright - Mutual Broadcasting System
A. B. Muirhead, Inc. Base Map

Detroit: Union Guardian Building. Phone: Cadillac 7200.
San Francisco: 1000 Van Ness Avenue. Phone: Prospect 0100.
England: Underdowns, Chaldon Way, Coulsdon, Surrey.

Other offices are located in affiliated stations throughout the country.

NATIONAL BROADCASTING CO. PERSONNEL LIST

New York City: 30 Rockefeller Plaza. CIrcle 7-8300.

David Sarnoff, Chairman of the Board.
Lenox R. Lohr, President.
A. L. Ashby, Vice-President and General Counsel.
George Engles, Vice-President.
Frank E. Mason, Vice-President.
Mark Woods, Treasurer and Assistant Secretary.
John F. Royal, Vice-President.
Roy C. Witmer, Vice-President.
R. J. Teichner, Assistant Treasurer.
Lewis MacConnach, Secretary.
C. E. Pfautz, Assistant Secretary.

San Francisco, California: 111 Sutter Street, Sutter 1920.

Don E. Gilman, Vice-President.

Trans Lux Building: Washington, D. C. District 0300

Frank M. Russell, Vice-President.

Merchandise Mart: Chicago, Illinois. Superior 8300.

Niles Trammell, Vice-President.

DEPARTMENT HEADS

New York City: 30 Rockefeller Plaza. CIrcle 7-8300.

J. deJara Almonte, Evening General Manager.
John H. Bachem, Assistant to Vice-President in Charge of Sales.
J. Vance Babb, Press Manager.
Bertha Brainard, Commercial Program Manager.
R. M. Brophy, Station Relations Manager.
Phillips Carlin, Sustaining Program Manager.
Kenneth Dyke, Eastern Sales Manager.
Lloyd Egner, Manager, Electrical Transcription Service.
C. W. Fitch, Business Manager, Program Department.
O. B. Hanson, Chief Engineer.
Charles W. Horn, Director of Research and Development.
E. P. H. James, Promotion Manager.
Janet MacRorie, Continuity Acceptance Editor.
B. F. McClancy, Traffic Manager.
James McConnell, Assistant to Vice-President in Charge of Sales.
Harry F. McKeon, Auditor.
Clayland T. Morgan, Director of Promotion.
Alfred H. Morton, Manager, Managed and Operated Stations.
Walter G. Preston, Jr., Head of General Service Department.
Wayne L. Randall, Director of Publicity.
D. S. Tuthill, Assistant Managing Director of Artists Service.

STATION MANAGERS

Station KDKA: Grant Building, Pittsburgh, Penna. Grant 4200.

Harry A. Woodman.

Station KOA: 1625 California Street, Denver, Colo. Main 6211.

A. E. Nelson.

Stations WBZ-WBZA:—WBZA, Hotel Kimball, Springfield, Mass. Springfield 6-8366.
WBZ, Hotel Bradford, Boston Mass. Hancock 4261.

John A. Holman.

All-Time High

Coast-to-Coast!

NBC Stations Now Number 126

The intensiveness of NBC's coverage of America's major markets through its 126 stations provides advertisers with proved-in-advance sales promises. From coast to coast, every section of the country has its NBC station —a leader in its locality.

The major centers of population, where the greatest buying is naturally centered, are all represented by first-flight NBC stations, offering all-inclusive service to advertisers. New stations are being added constantly . . . established stations are gradually being improved in power and equipment.

In 1937, NBC Networks will continue to expand and improve. Better service will be rendered to more listeners. NBC coverage will become even more thorough, more intense, and still more productive of sales results for NBC advertisers!

NATIONAL BROADCASTING COMPANY

NBC

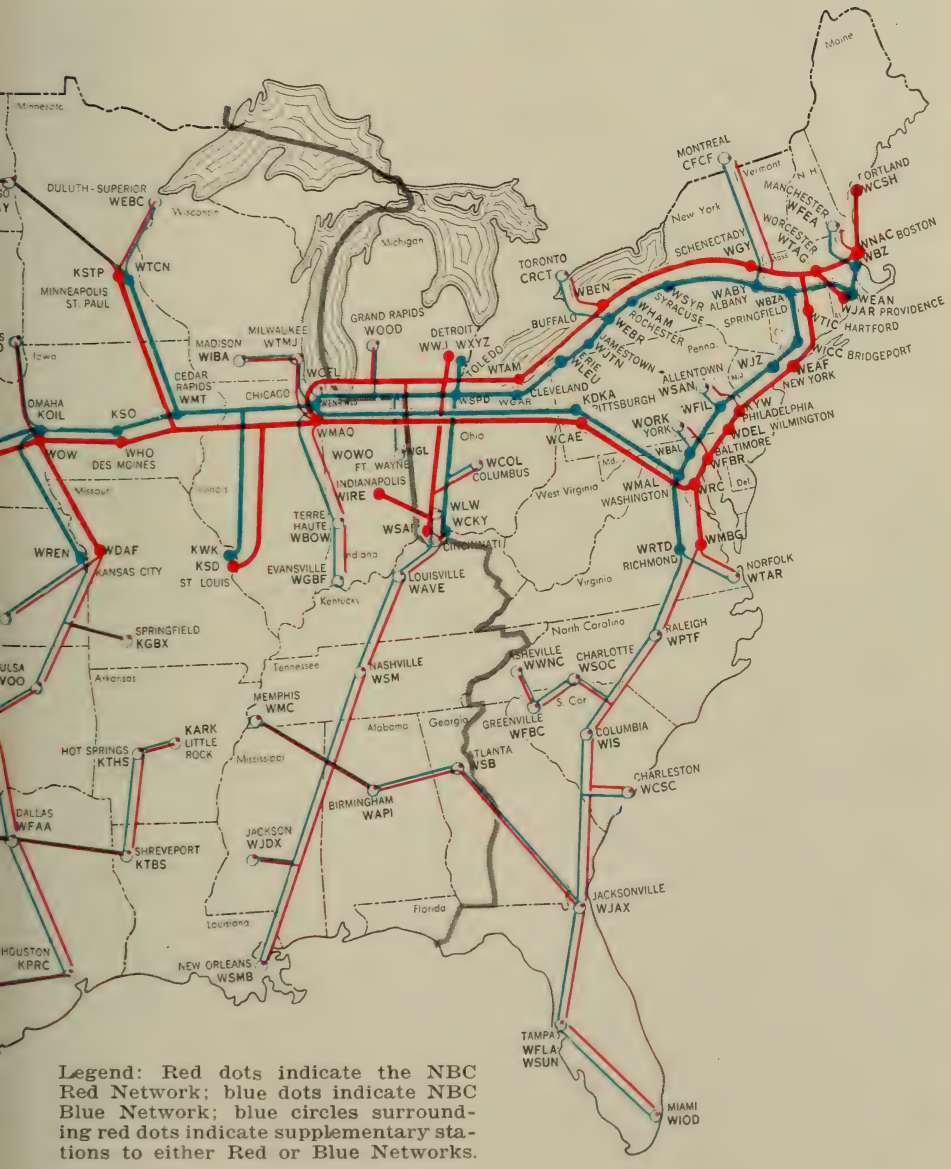
A Radio Corporation of America Service

This is the National



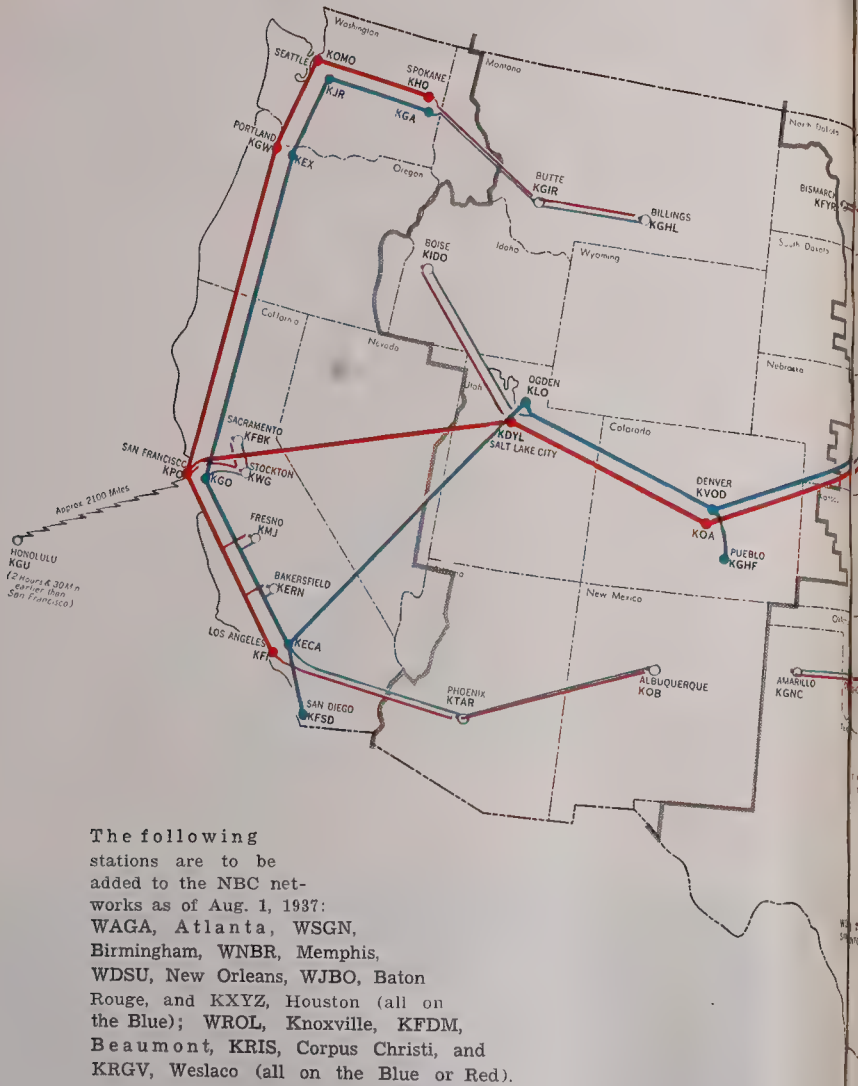
The following stations are to be added to the NBC networks as of Aug. 1, 1937: WAGA, Atlanta, WSGN, Birmingham, WNBR, Memphis, WDSU, New Orleans, WJBO, Baton Rouge, and KXYZ, Houston (all on the Blue); WROL, Knoxville, KFDM, Beaumont, KRIS, Corpus Christi, and KRGV, Weslaco (all on the Blue or Red).

roadcasting Company

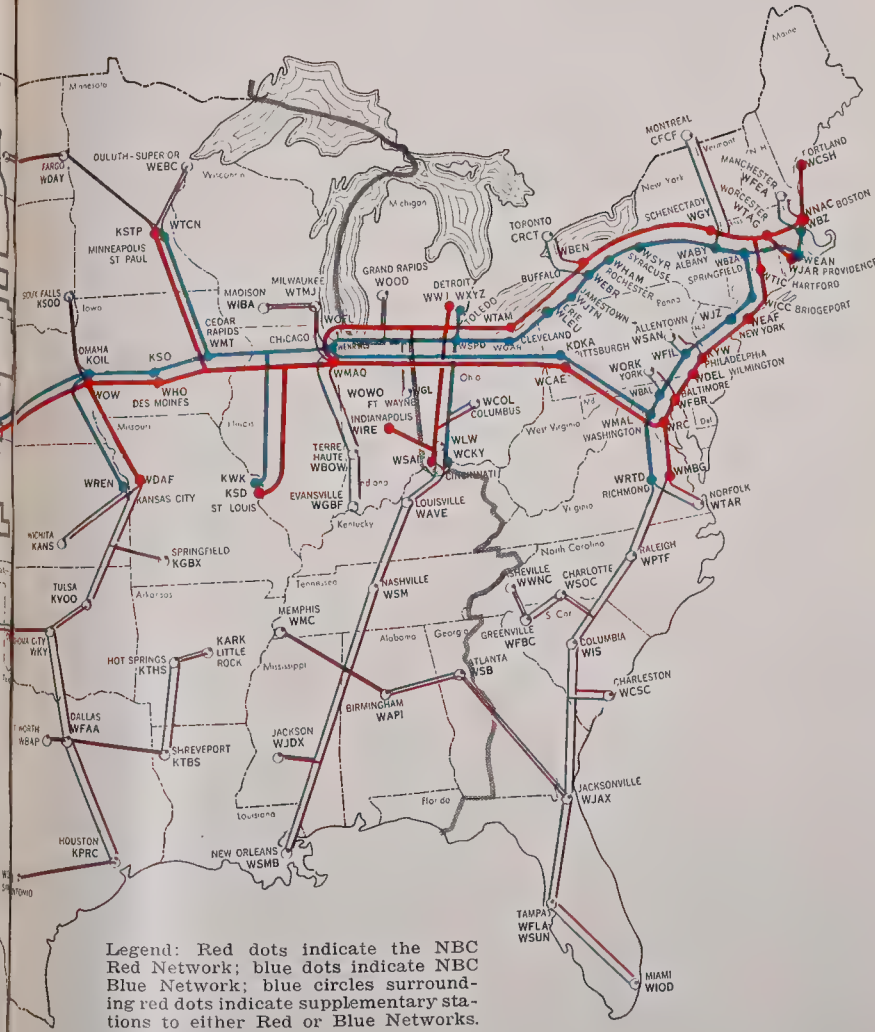


Legend: Red dots indicate the NBC Red Network; blue dots indicate NBC Blue Network; blue circles surrounding red dots indicate supplementary stations to either Red or Blue Networks.

This is the National Broadcasting Company



The following stations are to be added to the NBC networks as of Aug. 1, 1937: WAGA, Atlanta, WSGN, Birmingham, WNBR, Memphis, WDSU, New Orleans, WJBO, Baton Rouge, and KXYZ, Houston (all on the Blue); WROL, Knoxville, KFDM, Beaumont, KRIS, Corpus Christi, and KRGV, Weslaco (all on the Blue or Red).



Legend: Red dots indicate the NBC Red Network; blue dots indicate NBC Blue Network; blue circles surrounding red dots indicate supplementary stations to either Red or Blue Networks.

Station WGY: 1 River Road, Schenectady, New York. Schenectady 4-2211.
Kolin Hager.

Stations WRC-WMAL: Trans-Lux Building, Washington, D. C. District 0300.
Kenneth H. Berkeley.

Station WTAM: 1367 East Sixth Street, Cleveland, Ohio. Cherry 0942.
(About December 1st will move to new quarters: National Broadcasting Company Building, Superior Ave., Cleveland.)
Vernon H. Pribble.

Station KYW: 1622 Chestnut Street, Philadelphia, Penna. Locust 3760.
(About November 1st will move to new quarters: 1619 Walnut Street, Philadelphia, Penna.)
Leslie W. Joy.

BRANCH OFFICES

Merchandise Mart, Chicago, Illinois. Superior 8300.
Niles Trammell, Vice-President.
P. G. Parker, Assistant General Manager.

111 Sutter Street, San Francisco, California. Sutter 1920.
Don E. Gilman, Vice-President.
Lewis Frost, Assistant to the Vice-President.

Trans-Lux Building, Washington, D. C. District 0300.
Frank M. Russell, Vice-President.

5515 Melrose Avenue, Los Angeles, California. Hollywood 3631.
John Swallow, Manager.

FOREIGN REPRESENTATIVES

England: Electra House, Victoria Embankment, London, W. C. 2, England. (Tel.: Temple Bar 2975)
Fred Bate.

Switzerland: 31 Aeschengraben, Basel 2, Switzerland. (Tel.: Basel 31.250)
Max Jordan.

REGIONAL NETWORKS

Pertinent data on regional networks—i.e., those hookups having sectional coverage—is indicated below.

BUCKEYE NETWORK

Address: 1311 Terminal Tower, Cleveland, O. *Stations:* WHK, WJAY, Cleveland; WHKC, Columbus; WKBN, Youngstown; WPAY, Portsmouth. *Operating schedule:* 7 p.m. to 10:30 p.m. weekdays, 2 p.m. to 10:30 p.m. Sundays. *Type of lines:* Class C. *Stock:* Principally held by Radio Air Service Corp.—WHK; Cleveland Radio Broadcasting Corp.—WJAY; Associated Radiocasting Corp.—WHKC; WKBN Broadcasting Corp. *Founded:* 1936. *Base rate:* Basic group — $550; supplementary station — WPAY—$75.

Executive vice-president: H. K. Carpenter. *Rep:* Free & Peters, Inc.

Merchandising: Supply wholesale and retail dealer lists of specific classifications, introduce advertiser's salesmen to key buyers, arrange for use of window displays, distribute counter displays and cards, make personal calls on jobbers, chain store buyers, etc., free of charge; the following services are rendered at actual cost: mail out letters or printed matter to the trade, make cross section surveys of the retail trade either by personal or telephone calls. *Publicity:* Releases sent to all papers within a 30 mile radius of stations on the network. *Foreign language programs:* Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with stipulations as outlined by the FCC; no hard liquor advertising.

CALIFORNIA RADIO SYSTEM

Address: 141 N. Vermont St., Los Angeles, Calif. *Stations:* KFBK, Sacramento; KEHE,

Los Angeles; KYA, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield. *Operating schedule:* 8 a.m. to 12 midnight. *Stock:* Principally held by the McClatchy and Hearst newspapers in California. *Founded:* 1936. *Base rate:* Basic stations—KFBK, KEHE, KYA, KMJ—$648; optional stations—KWG, KERN—$40.

Manager: Ford Billings.

Rep: Hearst Radio, Inc.

Merchandising: Arrangements may be made for any service requested. *Publicity:* Listings in all major newspapers of California through affiliation with the McClatchy and Hearst papers. *Foreign language programs:* Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

THE COLONIAL NETWORK

Address: 21 Brookline Ave., Boston, Mass. *Stations:* WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WBNX, Springfield; WNLC, New London. *Operating schedule:* 10 a.m. to 2 a.m. *Founded:* September, 1936. *Base rate:* Total 15 stations, $1,720.

President: John Shepard, III. *Assistant to president:* Roy Harlow. *Production manager:* Linus Travers. *Sales manager:* William Warner. *Public relations:* Gerald Harrison. *Controller:* Robert Ide. *Technical director:* Paul deMars. *Chief engineer:* Irving Robinson. *Editor, Colonial Network News Service:* Leyland Bickford. *Promotional director:* Carleton McVarish.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13 week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations at cost; give auditions for advertiser's sales representatives. *Publicity:* Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. *Foreign language programs:* Accepted, with certain restrictions.

Copy restrictions: Accept beer and wine on announcement basis; hard liquor on program basis only; patent medicine advertising accepted providing it is approved by Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

DON LEE BROADCASTING SYSTEM

Address: Don Lee Bldg., 7th & Bixel Sts., Los Angeles. *Stations:* KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPMC, Bakersfield; KVOE, Santa Ana; KGDM, Stockton (operates daytime only). *Operating schedule:* 8 a.m. to 12 midnight. *Type of lines used:* Class A. *Founded:* 1928. *Base rate:* $731.

President: Thomas Lee. *General manager:* Lewis Allen Weiss. *Assistant manager:* Willet Brown. *Director of program operations:* Charles Bulotti, Jr. *Program director:* Jack Joy. *Manager, Thomas Lee Artists Service:* Robert Braun.

Rep: William G. Rambeau Co.

Merchandising: Limited service offered. *Publicity:* Daily releases to 150 trade publications and newspapers; supply pictures, mats. *Foreign language programs:* Not accepted.

Copy restrictions: Accept transcriptions, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

INTER-CITY BROADCASTING SYSTEM

Address: 1697 Broadway, New York, N. Y. *Stations:* WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston; WPRO, Providence; WATR, Waterbury; WGAL, Lancaster, Pa.; WORK, York, Pa. *Operating schedule:* 7:00 a.m. to 1:15 a.m. *Type of lines:* Class C. *Founded:* 1935. *Base rate:* $1,704.

President: Donald Flamm. *Director of sales:* Bertram Lebhar.

Rep: Ray Linton, Chicago.

Merchandising: Individual stations cooperate in extending various services to advertisers. *Publicity:* Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. *Foreign language programs:* Not accepted.

Copy restrictions: Accept beer, wine, liquor, patent medicine advertising and transcriptions; all copy subject to station approval and FTC rules and regulations.

WHAT'S YOUR CALIFORNIA MOVE GOING TO BE?



DON LEE
Golden Group

Affiliated with
MUTUAL BROADCASTING SYSTEM

Don Lee Broadcasting System
7th and Bixel Streets
LOS ANGELES, CALIFORNIA
Lewis Allen Weiss
General Manager

California is 1000 miles long and 250 miles wide. What's your California move going to be?

• • •

Don Lee Golden Group gives you ***ten*** key stations in ***ten*** key California cities linked together in one network.

THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG.—NEW YORK
TRIBUNE TOWER—CHICAGO
GEN. MOTORS BLDG.—DETROIT



A competing network offers you ***three*** California stations, located in three cities.



Another offers you ***two*** California stations, located in two cities.



Another offers you ***two*** California stations, located in two cities.



THE IOWA NETWORK

Address: Des Moines Register and Tribune Bldg. *Stations:* WMT, Cedar Rapids-Waterloo; KRNT, Des Moines; KSO, Des Moines. *Operating schedule:* 5:30 a.m. to 1 a.m. *Type of lines:* Class C. *Founded:* 1935. *Base rate:* $330 (two network hookups available—WMT linked with KSO or with KRNT).

President: Gardner Cowles, Jr. *Vice-presidents:* John Cowles, Sumner Quarton. *Vice-president, treasurer:* Luther L. Hill. *Secretary:* Fred Little. *Commercial manager (KSO, KRNT):* Craig Lawrence. *Commercial manager (WMT):* William Quarton. *Program director (KSO, KRNT):* Ranny Daly. *Program director (WMT):* Douglas Grant.

Rep: E. Katz Special Advertising Agency.

Merchandising: Stories and pictures at start of program in Des Moines Sunday Register, program listings in the morning Register, evening Tribune and Sunday Register; the use of 28 billboards throughout the city; cards on the rear of Des Moines streetcars; movie trailers in 18 local theatres; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists. *Publicity:* See merchandising. *Foreign language programs:* No set rules; occasion has never arisen, as foreign population is very small.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

MICHIGAN RADIO NETWORK

Address: 300 Madison Theatre Bldg., Detroit. *Stations:* WXYZ, Detroit; WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. *Operating schedule:* 9 a.m. to 12 midnight weekdays, 1 p.m. to 6 p.m. Sundays (WKZO signs off at sundown). *Type of lines:* Class A. *Founded:* Jan. 31, 1933. *Base rate:* $600.

President: George W. Trendle. *General manager:* H. Allen Campbell. *Commercial manager:* Arch Shawd. *Program director:* Russell Neff. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Publicity director:* Felix C. Holt.

Rep: William G. Rambeau Co.

Merchandising: Complete service offered to advertisers using five daytime quarter-hours or three nighttime quarter-hours per week; varying amount of cooperation given advertisers using less time; all services are rendered free. *Publicity:* News releases and program schedules sent to newspapers in territory. *Foreign language programs:* Not accepted.

Copy restrictions: Accept beer and wine anytime, though copy is strictly censored to eliminate statements which would tend to increase consumption of same or which are not good for youthful listeners; liquor accepted after 10 p.m., with the same copy restrictions; no offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

NEW YORK BROADCASTING SYSTEM

Address: 114 East 58th St., New York. *Stations:* WINS, New York; WABY, Albany; WBNY, Buffalo; WIBX, Utica; WSAY, Rochester; WMBO, Auburn. *Operating schedule:* 9 a.m. to 2 hours after local sunset. *Type of lines:* Class A and C. *Founded:* April 28, 1936. *Base rate:* $865.

General manager: Burt Squire. *Sales manager:* Carl Calman. *Program and traffic director:* A. A. Grobe. *Publicity director:* Sylvia Press.

Merchandising: Cooperate with advertisers in placing displays, preparing special display cards and newspaper advertising, as well as direct mail to jobbers and dealers. *Publicity:* Supply newspapers, magazine and trade papers with releases covering programs and artists. *Foreign language programs:* Accept foreign language programs provided English commercials are used.

Copy restrictions: Accept beer and wine, but no hard liquor; copy must be approved 24 hours in advance of broadcast; no transcriptions accepted.

NORTHERN CALIFORNIA BROADCASTING SYSTEM

Address: 1470 Pine St., San Francisco, Calif. *Stations:* KJBS, San Francisco; KQW, San Francisco. *Operating schedule:* 8 a.m. to 12 midnight. *Founded:* 1934. *Base rate:* $99.

General manager: Ralph R. Brunton.

Merchandising: Complete, syndicated service available to all advertisers, including theatre trailers, spot announcements from three to seven days before start of new program, advertisements on the radio page of daily newspapers; specially prepared display cards are issued to advertisers calling attention to programs and items featured on broadcast. *Publicity:* Releases sent to 20 daily regional newspapers and 24 trade publications and fan magazines. *Foreign language programs:* Not accepted.

Copy restrictions: Accept transcriptions

for beer and wine, but no hard liquor or patent medicines accounts; all copy must be approved by production head.

THE OKLAHOMA NETWORK, INC.

Address: 812 Palace Bldg., Tulsa. *Stations:* WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore. *Operating schedule:* 7 a.m. to 11 p.m. *Type of lines:* Class A. *Stock:* Held by the member stations. *Founded:* April 1, 1937. *Base rate:* $162.

President: Ross U. Porter. *Treasurer:* Albert Reison. *Secretary:* Joseph W. Lee. *Managing director:* B. M. Grotkop.

Rep: At press time, none had as yet been appointed.

Merchandising: Cooperate with advertisers by contacting dealers by mail and personal calls. *Publicity:* Four of the stations—KCRC, KGFF, KVSO and KBIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. *Foreign language programs:* No set rules; none requested to date, as foreign population is very small.

Copy restrictions: Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws.

QUAKER STATE NETWORK

Address: 638 Public Ledger Bldg., Philadelphia, Pa. *Stations:* Eastern Group—WFIL, Philadelphia; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; Central Group—WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WORK, York; Western Group—WFBG, Altoona, or WJAC, Johnstown; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WLEU, Erie. *Founded:* 1936. *Base rate:* All Groups, $1,734; Eastern Group, $1,009.50; Central Group, $345.50; Western Group, $379.

Executives: Donald Withycomb, Roger W. Clipp.

Rep: Wellman Service, New York and Philadelphia.

No other information available.

SOUTHERN CALIFORNIA NETWORK

Address: 5833 Fernwood Ave., Hollywood, Calif. *Stations:* KFWB, Los Angeles; KFOX, Long Beach; KFXM, San Bernardino; KMPC, Beverly Hills. *Operating schedule:* 6 a.m. to 11 p.m. *Base rate:* For KFWB, KFOX and KFXM, which are available only as a group—$325; KMPC may be added at the following base rate—$60.

No additional information is available.

TEXAS QUALITY NETWORK

Address: Baker Hotel, Dallas. *Stations:* WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. *Operating schedule:* 6 a.m. to 12 midnight. *Type of lines:* Class C. *Founded:* Sept. 10, 1934. *Base rate:* $580 (half-hour).

Officers: None; network is not incorporated; each station acts as sales agent for all others.

Rep: Edward Petry & Co., Inc.

Merchandising: Separate departments are maintained by the individual stations. *Publicity:* Releases are sent to newspapers in Texas and adjoining states. *Foreign language programs:* Not accepted.

Copy restrictions: Transcriptions accepted for beer (on payment of music license fee for number of stations involved); no other alcoholic beverages.

VIRGINIA BROADCASTING SYSTEM, INC.

Address: East Main St., Charlottesville. *Stations:* WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Petersburg; WLVA, Lynchburg. *Type of lines:* Class D. *Founded:* January, 1936. *Base rate:* $250.

President: Earl Sowers. *Executive vice-president:* Hugh M. Curtler. *Secretary-treasurer:* S. C. Ondarcho.

Rep: Horace Hagedorn.

Merchandising: Contact wholesalers and retailers, mail advertising matter to the trade, distribute displays, etc., gratis; special services are rendered at actual cost. *Publicity:* Through Horace Hagedorn, representative. *Foreign language programs:* Not accepted.

Copy restrictions: Accept beer and wine, but no hard liquor; copy subject to network approval and government regulations.

WEST TEXAS BROADCASTING SYSTEM

Address: Care of KGKL, San Angelo, Texas. *Stations:* KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland. *Base rate:* $190.

Managing director: Earle Yates.

No additional information available.

WEST VIRGINIA NETWORK

Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. *Stations:* WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarkesburg. *Operating schedule:* 9 a.m. to 12 midnight (WBLK operates daytime only). *Type of lines:* Class C. *Founded:* February, 1937. *Base rate:* $255.

President, general manager: John A. Kennedy. *Network director:* Mortimer C.

Watters. *Program director:* Nicholas Pagliara. *Chief engineer:* Odes Robinson.

Rep: Edward Petry & Co., Inc.

Merchandising: Complete service available at actual cost. *Publicity:* One of the stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried.

Copy restrictions: Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

THE YANKEE NETWORK, INC.

Address: 21 Brookline Ave., Boston. *Stations:* WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta. *Operating schedule:* 9 a.m. to 12 midnight. *Founded:* Nov. 18, 1932. *Base rate:* $2,100.

President: John Shepard, III. *Assistant to president:* Roy Harlow. *Production manager:* Linus Travers. *Sales manager:* Charles W. Phelan. *Public relations:* Gerald Harrison. *Controller:* Robert Ide. *Technical director:* Paul deMars. *Chief engineer* Irving Robinson. *Editor, Yankee Network News Service:* Leyland Bickford. *Promotional director:* Carleton McVarish.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13 week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations at cost; give auditions for advertiser's sales representatives. *Publicity:* Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. *Foreign language programs:* Not accepted.

Copy restrictions: Accept beer and wine on announcement basis; hard liquor on program basis only, and with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

NATIONAL ASSOCIATION OF BROADCASTERS

The National Association of Broadcasters is the trade association for the broadcasting industry. Its headquarters are in the National Press Building, Washington, D. C. The managing director is James Baldwin.

At the 15th annual convention, held in June, 1937, in Chicago, the N.A.B. elected the following officers:

President.....John Elmer, WCBM, Baltimore.
First vice-president.....John J. Gillin, Jr., WOW, Omaha.
Second vice-president.....William J. Scripps, WWJ, Detroit.
Treasurer.....Harold Hough, WBAP, Fort Worth

Directors, elected at this meeting, are:

Edward A. Allen, WLVA, Lynchburg.
Ralph R. Brunton, KJBS, San Francisco.
Harry C. Butcher, CBS.
Edwin W. Craig, WSM, Nashville.
Eugene Dyer, WGES, Chicago.
Herbert Hollister, KANS, Wichita.
J. O. Maland, WHO, Des Moines.
C. W. Myers, KOIN, Portland.
Eugene P. O'Fallon, KFEL, Denver.
John F. Patt, WGAR, Cleveland.
Frank M. Russell, NBC.
Theodore C. Streibert, WOR, New York.
T. W. Symons, Jr., KFPY, Spokane.
L. B. Wilson, WCKY, Cincinnati.

Under the new president four committees are appointed. They are: engineering; commercial; program; and radio research (committee of five to work with the American Association of Advertising Agencies and the Association of National Advertisers). At press time these had as yet not been appointed.

STATIONS

U .S. AND CANADA

It has been the intention, insofar as possible, to present herewith a complete, standardized picture of all radio stations in the United States, its territorial possessions, and Canada.

This information was gathered via questionnaire, the data in printed form then being finally checked by the stations for last minute changes and additions. The only instance where this check did not occur was in the case of those stations who sent, or completed, their information too late; or those few stations which failed to reply.

Some explanation of terminology is also made herewith for the reader of this material.

The figures on radio ownership by counties, prefacing each state section, are from the report of the Joint Committee on Radio Research of the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters.

The term "affiliation" used in the station write-ups refers to network, or regional network affiliation.

"Opened" signifies the date on which the station was originally put into operation. In all cases this date will not be uniformly accurate. Radio stations which have changed ownership several times, are perhaps in some instances noted as "opening" on the date on which the latest owner took them over, rather than on the exact original date.

But inasmuch as the date was supplied by the stations in the light in which they consider their picture, no alterations were made.

"Rep" indicates the station representative.

Under "News" is meant the news service, or source of news, servicing the station. UP indicates United Press; INS indicates International News Service; and AP signifies the Associated Press. "RNA," also found under "news," refers to a Transradio Press subsidiary company.

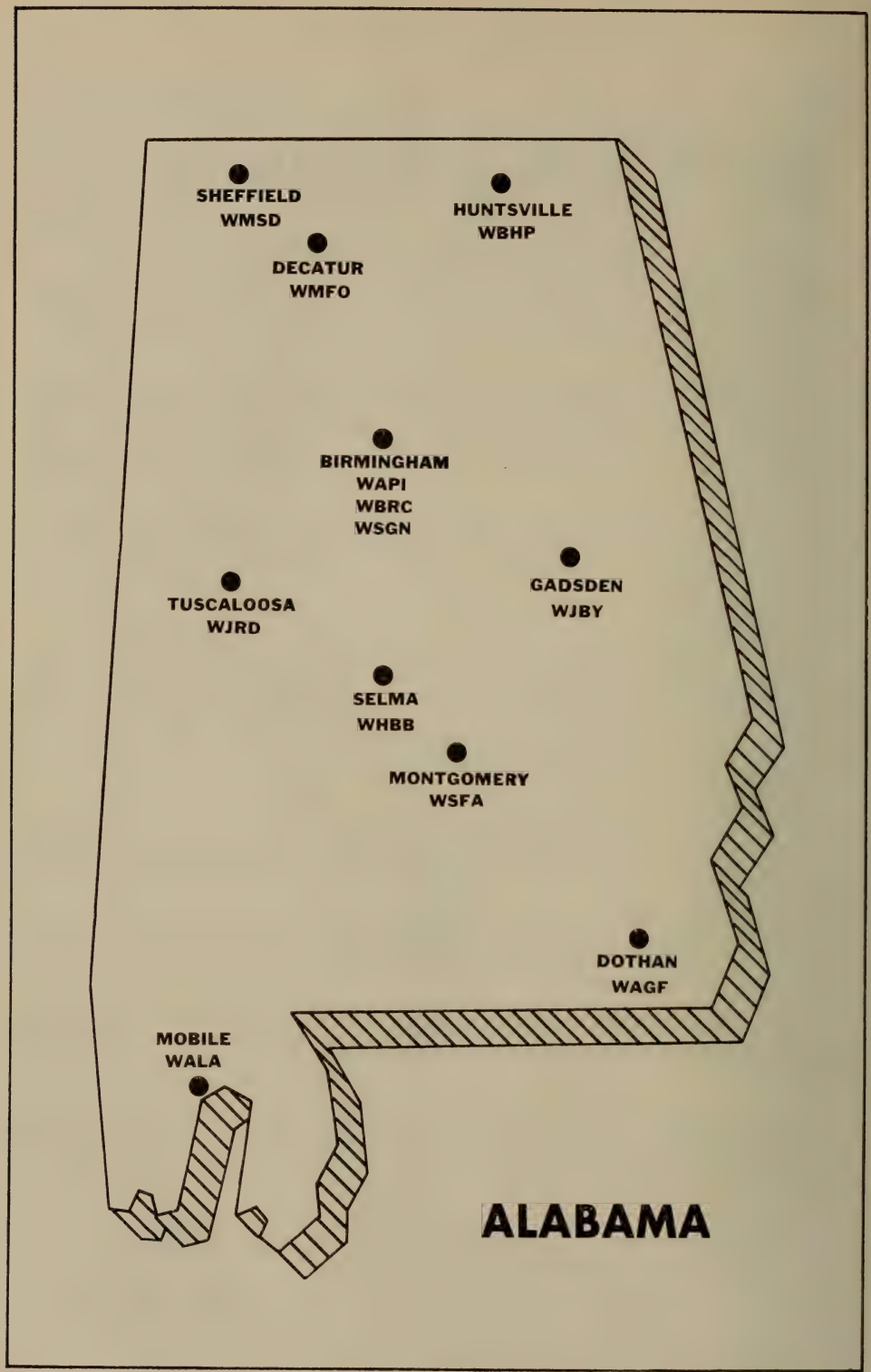
By "merchandising" is meant that body of services which a station performs, either free or at very low cost, to help an advertiser's campaign via acts and functions other than pure broadcasting. Window posters, certain forms of publicity, pre-program announcements, dealer and wholesaler calls, etc., come into this category.

The dividing line between an "artists bureau" and the lack of such is the following: an artists bureau indicates contracts with talent. If such contracts are lacking, the station is not listed as having an artists bureau, although it may supply talent when so requested.

"Base rate" is the master time segment according to which station computes all other rates. Generally a base rate is one evening hour, one time; except in the case of daytime stations, of course, which compute according to their best daytime period. If a base rate for any reason is other than one hour, one time, it is so noted in the write-ups.

"Copy restrictions" refers to such restrictions as are not ordinarily noted in the station's rate card. Common rate card terms and restrictions are omitted wherever possible, due to the standardization of these limitations.

No station, regardless of information sent in or not sent in, is omitted from this listing; nor is it omitted from the maps. The latter are copyrighted by the VARIETY RADIO DIRECTORY exclusively. Warning is hereby extended against their use, unless full permission has been obtained in advance.


SHEFFIELD
WMSD
HUNTSVILLE
WBHP
DECATUR
WMFO
BIRMINGHAM
WAPI
WBRC
WSGN
GADSDEN
WJBY
TUSCALOOSA
WJRD
SELMA
WHBB
MONTGOMERY
WSFA
DOTHAN
WAGF
MOBILE
WALA
ALABAMA

ALABAMA

(258,000 radio homes)

Radio Homes by Counties

Autauga	1,300	Dallas	5,600	Marion	1,700
Baldwin	2,300	De Kalb	2,800	Marshall	3,200
Barbour	2,500	Elmore	2,700	Mobile	19,300
Bibb	1,400	Escambia	2,800	Monroe	2,000
Blount	1,700	Etowah	6,800	Montgomery	15,400
Bullock	1,400	Fayette	1,300	Morgan	4,800
Butler	2,400	Franklin	2,000	Perry	1,900
Calhoun	5,900	Geneva	2,100	Pickens	1,600
Chambers	2,700	Greene	1,300	Pike	2,800
Cherokee	1,200	Hale	1,600	Randolph	2,000
Chilton	2,000	Henry	1,500	Russell	1,900
Choctaw	1,100	Houston	4,300	St. Clair	1,800
Clarke	2,000	Jackson	2,500	Shelby	2,200
Clay	1,300	Jefferson	62,100	Sumter	1,800
Cleburne	800	Lamar	1,200	Talladega	4,200
Coffee	2,300	Lauderdale	4,500	Tallapoosa	2,500
Colbert	2,700	Lawrence	1,600	Tuscaloosa	6,700
Conecuh	1,800	Lee	3,500	Walker	5,100
Coosa	800	Limestone	2,700	Washington	1,000
Covington	3,500	Lowndes	1,300	Wilcox	1,600
Crenshaw	1,800	Macon	2,000	Winston	1,300
Cullman	3,500	Madison	6,300		
Dale	1,700	Marengo	2,600		

WAPI, BIRMINGHAM

Operator: WAPI Broadcasting Corp., Protective Life Bldg. *Power:* 5,000 watts on 1140 kc (shares time with KVOO). *Affiliation:* NBC Southcentral Group. *Opened:* 1922.

President, manager: B. H. Hopson.

Rep: Norman Craig, New York; The Sears Co., Chicago. *News:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. Base rate: $200.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and Federal and State laws.

(Note: This station is owned by Alabama College, The Alabama Polytechnic Institute and The University of Alabama, and has been operated on a five-year lease by B. H. Hopson. On August 1, 1937, WAPI will be taken over by its new lessee, The Voice of Alabama, Inc., in which 45% of the stock is owned by the Columbia Broadcasting System, Inc.)

WBRC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc., Bankhead Hotel. *Phone:* 3-9293. *Power:* 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* May 18, 1925.

Station manager, publicity director: John M. Connolly. *Vice-president, commercial manager:* K. G. Marshall. *Program director:* Dud Connolly. *Chief engineer:* J. C. Bell. *Musical director:* Will Rushing.

Rep: Paul H. Raymer. *News:* INS. *Seating facilities:* Studio, 50; limited arrangement with Pickwick Club, local night club, seating 1,500. *Merchandising:* Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on resume broadcasts. *Foreign language programs:* Not taken commercially; have occasional Jewish and Syrian broadcasts as courtesies. *Artists bureau:* None. *Stock:* Owned by M. D. Smith, Jr. (deceased), K. G. Marshall, and J. C. Bell. *Base rate:* $75.

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed.

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. *Phone:* 7-2184. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue. *Opened:* 1926. (Note: This station is newspaper-owned by the Birmingham News and Age-Herald.)

Vice-president, director: Henry P. Johnston. *Station and commercial manager:* Mrs. H. O. Hicks. *Program, musical and publicity director:* Robert McRaney. *Chief engineer:* Paul B. Cram. *Artists bureau head:* Joe Ford.

Rep: Kelly-Smith Co. *News:* Transradio. *Seating facilities:* Studio, seating 150 persons; local night club, seating 1,000. *Mer-*

chandising: Publicity news, listings, new program advertisements—free of charge in News and Age-Herald; window displays, store-to-store and house-to-house surveys, etc., carried out at actual cost. *Foreign language programs:* Will accept; translation must be furnished in advance for approval. *Artists bureau:* None, as such, but maintain clearing house for talent through program department. *Base rate:* $60.

Copy restrictions: Beer, wine and liquor accepted; only recognized patent medicines accepted; all copy must be approved by station and conform to Federal Trade Commission rules and regulations.

WMFO, DECATUR

Operator: James R. Doss, Jr., P. O. Box 1025. *Phone:* 1010. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* None. *Opened:* June 26, 1935.

Owner: James R. Doss, Jr. *Station manager:* James G. Cobble. *Commercial manager:* Johnny Aker. *Program director, artists bureau head:* Easton Pace. *Chief engineer:* Leroy Kelly. *Musical directors:* Cois Lowrey; A. L. Moye.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* "limited audiences" —no capacity given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau;* yes, lists about 10 groups, orchestras, etc. *Base rate:* $10 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., Box 25 (Martin Hotel). *Phone:* 1430. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Dec. 14, 1933.

Station manager: Julian C. Smith. *Commercial manager:* Fred C. Moseley. *Program director:* Sidney W. Spencer. *Chief engineer:* John T. Hubbard. *Publicity director:* Sam Hall.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; no foreign element in this territory. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 S. Sixth St. *Phone:* 88. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* May, 1928.

President: B. H. Hopson. *Station manager, commercial manager:* J. W. Buttram. *Program director:* Fox Lightfoot. *Chief engineer:* Vernon Storey. *Publicity director:* Edwin Mullinax.

Rep: Norman Craig (New York); The Sears Co. (Chicago). *News:* Transradio. *Seating facilities:* None. *Merchandising:* Sales staff calls on dealers, urging display of advertised goods; mail house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. *Foreign language programs:* Not accepted; such population very meager. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission.

WBHP, HUNTSVILLE

Operator: Wilton Harvey Pollard. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

WALA, MOBILE

Operator: Pape Broadcasting Corp., Alabama-Tennessee & Northern R. R. Bldg. *Phone:* Dexter 5893. *Power:* 1,000 and 500 watts on 1380 kc. *Affiliation:* CBS. *Opened:* Feb. 7. 1930.

President: W. O. Pape. *General manager:* J. H. Hunt, Jr. *Commercial and advertising manager:* H. K. Martin. *Program director:* Hubert Grant. *Chief engineer:* R. M. Cole. *Musical director:* Agnes Griffin Purtle. *Publicity director:* H. K. Martin.

Rep: None. *News:* None. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Yes; obtains clerk cooperation and displays in all stores where product is handled; other assistance rendered. *Foreign language programs:* Would not refuse; foreign population, however, very low. *Artists bureau:* None. *Stock:* Principal holder is W. O. Pape. *Base rate:* $80.

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising.

WSFA, MONTGOMERY

Operator: Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. *Phone:* Cedar 5880. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* CBS. *Opened:* March 31, 1930.

Treasurer, general manager, national advertising manager: Howard E. Pill. *Local advertising manager:* John B. De Motte. *Program director, musical director:* Cald-

well Stewart. *Chief Engineers:* Paul B. Duncan; C. I. Shelkofsky. *Publicity director:* M. E. Price.

Rep: Joseph Hershey McGillvra. *News:* Transradio; INS. *Seating facilities:* Can use local Shrine Temple, capacity 1,000. *Merchandising:* Offer "reasonable assistance"; pre-plug programs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $50 (½ hr.).

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste."

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 30 Edgewood, Selma. (also studios in the Morengo Theatre, Demopolis, and the Theatorium, Uniontown). *Phone:* 1233. *Power:* 100 watts on 1500 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 11, 1935. (Note: WHBB rebroadcasts a number of programs from WLW, Cincinnati, and WSM, Nashville.)

President, station manager: John S. Allen. *Commercial manager:* John C. Hughes. *Program director, artists bureau head, musical director:* Ward A. Coleman. *Chief engineer:* Homer R. Johnson. *Publicity director:* W. J. Reynolds, Jr.

Rep: J. J. Devine & Associates. *News:* rebroadcasts WSM news. *Seating facilities:* None. *Merchandising:* None; information is handled by Trade Investigation Bureau. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists, bands, etc. *Base rate:* $20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character.

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Sheffield Hotel. *Phone:* 9122. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* November, 1933.

Station manager: Joe Van Sandt. *Program director, artists bureau head, musical director, publicity:* Beulah Freeman. *Chief engineer:* John W. Watt.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $35.

Copy restrictions: Beer accepted; patent medicines accepted providing they meet government inspection.

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. *Phone:* 1401; 1022. *Power:* 100 watts on 1200 kc. (daytime only). *Affiliation:* none. *Opened:* Oct. 6, 1936.

Director: James R. Doss, Jr. *Station manager, program director, artists bureau head, publicity director:* Ted R. Woodward. *Commercial manager:* J. Leslie Doss. *Chief engineer:* Ellis H. Eudy. *Musical director:* Wilhelmina Quarles.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* Partial service; carried on by local salesmen. *Foreign language programs:* Jewish only accepted. *Artists bureau:* Setup nominal only. *Base rate:* $60.

Copy restrictions: Take beer, wines and alcoholic beverages; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter.

ARIZONA

(62,500 radio homes)

Radio Homes by Counties

Apache	1,400	Greenlee	700	Pinal	2,100
Cochise	4,900	Maricopa	25,500	Santa Cruz	1,300
Coconino	2,500	Mohave	1,000	Yavapai	4,200
Gila	3,000	Navajo	2,700	Yuma	2,600
Graham	1,200	Pima	9,400		

KCRJ, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. *Power:* 100 watts on 1310 kc (operates specified hours daytime). *Affiliation:* None. *Opened:* 1930.

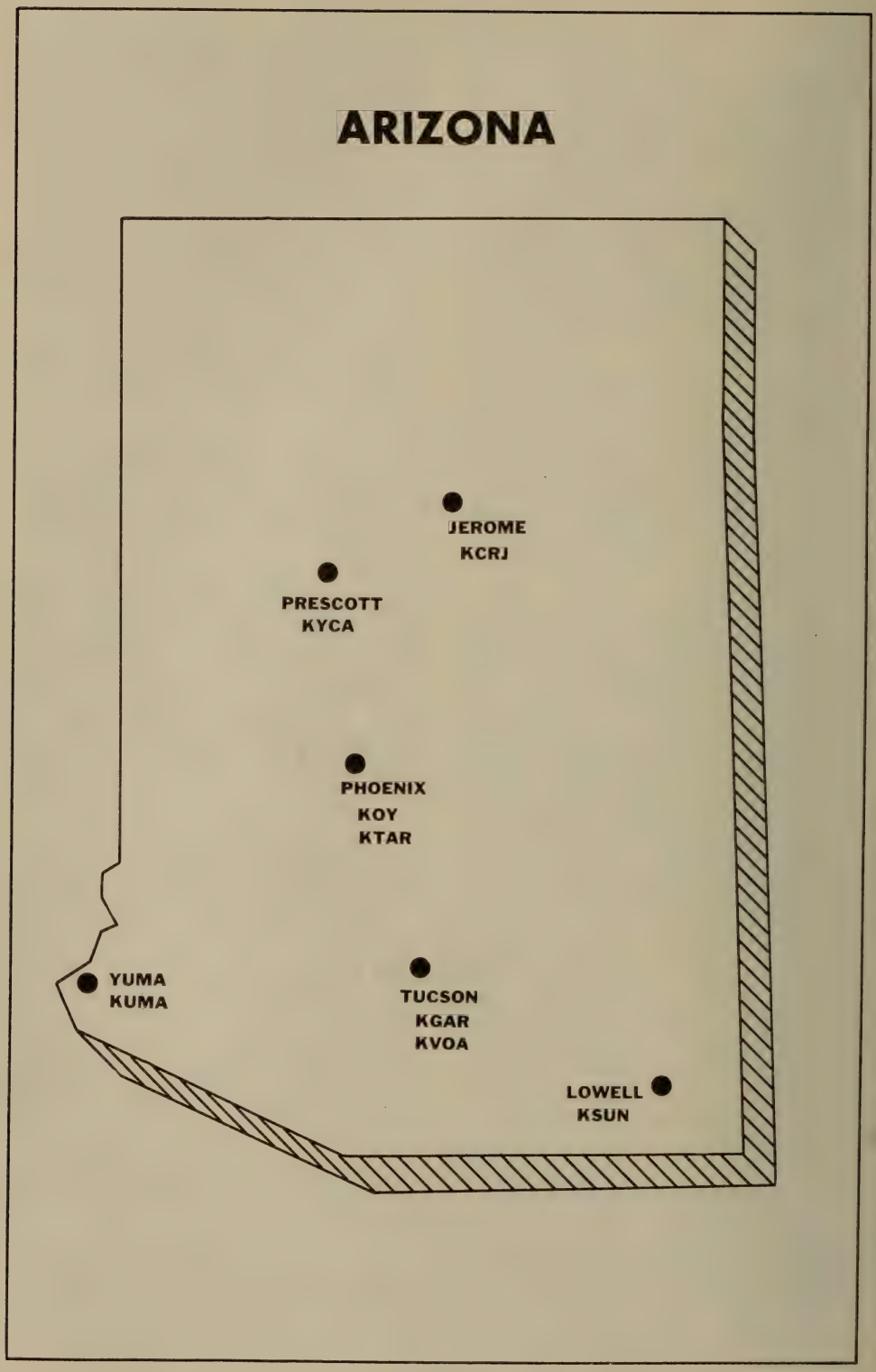
Manager: Wallace Ian Webb.

Rep: None. *Foreign language programs:* Apparently accepted according to rate-card information; no other data available. *Base rate:* $13.50.

KSUN, LOWELL

Operator: Copper Electric Co. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1933.

Manager: Carleton W. Morris. *Com-*


ARIZONA
JEROME
KCRJ
PRESCOTT
KYCA
PHOENIX
KOY
KTAR
YUMA
KUMA
TUCSON
KGAR
KVOA
LOWELL
KSUN

mercial manager: Robert B. Thompson.

Rep: Cox and Tanz. *Base rate:* $25.

No other information available after repeated requests.

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. *Phone:* 44144. *Power:* 1,000 watts on 1390 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)

President: Wm. A. Baldwin. *Vice-president, general manager:* Fred A. Palmer. *Program director, artists bureau head, musical director:* Jack R. Williams. *Chief engineer:* Wm. Schmitz. *Publicity director:* Lucille Brain.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Audience room, seats about 40. *Merchandising:* Furnish market statistics; testimonial letters; mail reports. *Foreign language programs:* Accepted; copy must be submitted 24 hours in advance and comply with station policies. *Artists bureau:* Setup is nominal only. *Base rate:* $90.

Copy restrictions: Accept beer and wine advertising; also patent medicines.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. *Phone:* 4-4161. *Power:* 1,000 watts on 620 kc. *Affiliation:* NBC supplementary Station, Red or Blue. *Opened:* June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic and Phoenix Gazette).

General manager: Richard O. Lewis. *Commercial manager:* J. Richard Heath. *Program director:* J. Howard Pyle. *Chief engineer:* Arthur C. Anderson.

Rep: E. Katz Special Advertising Agency. *News:* UP; Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $150.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations.

KYCA, PRESCOTT

All particulars missing at press time; FCC record has particulars of construction permit, etc. in suspension.

KGAR, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. *Phone:* 2929. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March 29, 1929.

President, general and station manager: Frank Z. Howe. *Commercial manager:* Harvey E. Davis. *Program director:* Victor Gillard. *Chief engineer:* Clifford Livingston.

Rep: Walter Biddick Co. (Pacific Coast). *News:* Christian Science Monitor. *Seating facilities:* 35 persons. *Merchandising:* None. *Foreign language programs:* Accept Spanish and French programs. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Accept beer, wine, hard liquor and patent medicines, provided products are legitimate.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. *Phone:* 3703-3704. *Power:* 1,000 watts on 1260 kc. *Affiliation:* None. *Opened* May, 1929.

President: Harold Steinfeld. *Station manager, commercial manager:* King Whyte. *Program director:* Carl C. Hickman. *Chief engineer:* Leonard L. Nalley.

Rep: Furgason & Aston, Inc. *News:* AP. *Seating facilities:* None. *Merchandising:* Complete service offered; no charge unless special services are wanted. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Beer, wine, liquor and patent medicine advertising accepted.

KUMA, YUMA

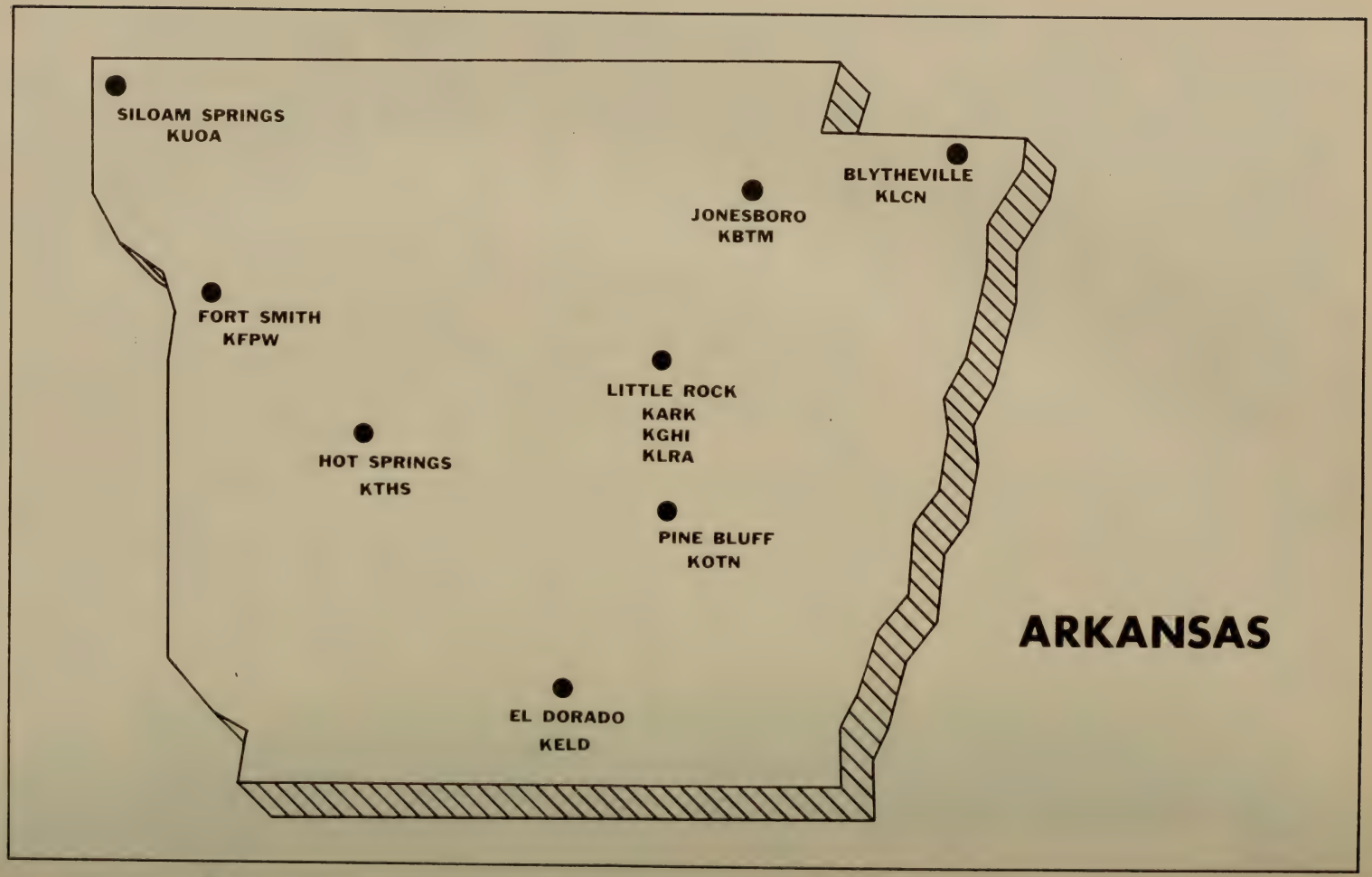
Operator: Silver Crest Theatres, P.O. Box 432. *Phone:* Yuma 88. *Power:* 100 watts on 1420 kc. (operates specified hours). *Affiliation:* None. *Opened:* 1932 (was previously located in Flagstaff as KFXY).

Lessee: E. B. Sturdivant. *General manager:* E. N. Sturdivant. *Program director, assistant manager:* E. W. Metzger. *Chief engineer:* Herbert L. Bigelow.

Rep: Walter Biddick Co. *News:* Christian Science Monitor. *Seating facilities:* None.

Merchandising: Star Program Service; Edward J. Murphy Service; Radiad Service. *Foreign language programs:* Spanish programs and announcements encouraged at rate card prices; Mexican population large. *Artists bureau:* None. *Base rate:* $16.25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages.


SILOAM SPRINGS
KUOA
BLYTHEVILLE
KLCN
JONESBORO
KBTM
FORT SMITH
KFPW
LITTLE ROCK
KARK
KGHI
KLRA
HOT SPRINGS
KTHS
PINE BLUFF
KOTN
EL DORADO
KELD
ARKANSAS

ARKANSAS

(187,300 radio homes)

Radio Homes by Counties

Arkansas	2,700	Garland	5,900	Newton	600
Ashley	2,100	Grant	700	Ouachita	3,300
Baxter	700	Greene	2,300	Perry	400
Benton	3,900	Hempstead	2,800	Phillips	4,600
Boone	1,800	Hot Spring	1,400	Pike	800
Bradley	1,800	Howard	1,600	Poinsett	2,300
Calhoun	600	Independence	2,200	Polk	1,400
Carroll	1,500	Izard	800	Pope	2,500
Chicot	2,000	Jackson	2,400	Prairie	1,200
Clark	2,500	Jefferson	7,200	Pulaski	24,900
Clay	2,100	Johnson	1,600	Randolph	1,300
Cleburne	800	Lafayette	1,300	St. Francis	2,900
Cleveland	900	Lawrence	1,800	Saline	1,200
Columbia	2,300	Lee	1,900	Scott	1,000
Conway	1,800	Lincoln	1,400	Searcy	700
Craighead	4,900	Little River	1,100	Sebastian	9,600
Crawford	1,900	Logan	2,000	Sevier	1,300
Crittenden	3,100	Lonoke	2,500	Sharp	700
Cross	2,100	Madison	900	Stone	500
Dallas	1,300	Marion	500	Union	7,000
Desha	2,000	Miller	3,800	Van Buren	700
Drew	1,600	Mississippi	6,900	Washington	5,900
Faulkner	2,500	Monroe	1,700	White	3,400
Franklin	1,200	Montgomery	700	Woodruff	1,800
Fulton	700	Nevada	1,600	Yell	1,500

KLCN, BLYTHEVILLE

Operator: Charles Leo Lintzenich. *Power:* 100 watts on 1290 kc (daytime).

No other information available.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. *Phone:* 1313. *Power:* 100 watts on 1370 kc. *Affiliation:* none. *Opened:* Oct. 5, 1935. (Note: this station is affiliated with the Arkansas Farmer and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. *Vice-president, general manager:* G. E. Zimmerman. *Station manager:* F. E. Bolls. *Commercial manager:* T. P. Thompson. *Program director:* Rodney Smith. *Chief engineer:* Charles Mathis. *Artists bureau head, musical director:* Rodney Smith. *Publicity director, assistant manager:* Leon Sipes.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, 50 persons. *Merchandising:* Various services rendered by staff.

Foreign language programs: Not accepted. *Artists bureau:* Setup is nominal; does not function as booking organization. *Base rate:* $37.50 (½ hr.).

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth."

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., Goldman Hotel. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1930.

General manager: John A. England.

Rep: None.

Base rate: $25 (½ hr.).

No other information available after repeated requests.

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, 135 Benton St. *Phone:* 212. *Power:* 10,000 watts on 1060 kc. *Affiliation:* NBC optional Southwestern service. *Opened:* Dec. 20, 1924.

Manager: Douglas Hotchkiss. *Commercial manager:* Ardeth Annen. *Chief engineer:* James M. Moran.

Rep: Furgason & Aston. *News:* None. *Seating facilities:* Studio, 100 persons. *Merchandising:* Contact, either personally or by mail, dealers in territory in regard

to new programs or campaigns; check sales. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $130.

Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wines okay; hard liquor only after 10 p.m.; medicines must pass local Medical Committee; very few proprietary medicines accepted.

KBTM, JONESBORO

Operator: Beard's Temple of Music, 104½ W. Washington Ave. *Phone:* 433. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* March, 1930.

Manager, commercial manager: J. P. Beard. *Program director:* J. A. Barber. *Chief engineer:* Harold L. Kimsey.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offered to accounts spending $100 or more per month; 500 trade bulletins mailed per month calling attention to program for cost of postage; contacts personally made with trade over a radius of 25 miles at least once during life of contract; full cooperation otherwise offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $21.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. *Phone:* 2-1841. *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1931. (Note: This station is newspaper-affiliated with the Arkansas Farmer and Pulaski Weekly Herald).

Vice-president, general manager: G. E. Zimmerman. *Station manager:* Larry Meinert. *Commercial manager:* C. K. Beaver. *Program and publicity director:* John Cleghorn. *Chief engineer:* D. A. Winn.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* 200 persons. *Merchandising:* Full co-operation with advertisers when "cost is within reason." *Foreign language programs:* Will accept; governed by same rules as other advertising. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer and wine accepted any time; liquor only after 9 p.m.; no restrictions on copy other than those of "good judgment."

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Phone:* 9166. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

President and owner: A. L. Chilton. *Station and commercial manager:* R. G. Terrill. *Program director:* Ruth Lawrence Bailey. *Chief engineer:* Arthur Beem. *Artists bureau head:* Henry Frick. *Musical directors:* Bob Buice, Ruth L. Bailey. *Publicity director:* Bill Barnes.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate,* $40.

Copy restrictions: Accept beer and wine and some patent medicines; no hard liquor advertising.

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Power:* 2,500 and 1,000 watts on 1390 kc (construction permit for 5,000 watts to local sunset). *Affiliation:* CBS. *Opened:* 1927.

General manager: S. C. Vinsonhaler.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Merchandising:* Certain amount is offered to sponsor; details not defined. *Base rate:* $100.

Copy restrictions: Beer, wine and liquor advertising accepted, according to the best available information (not supplied by the station).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., Hotel Pines. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* 1934.

Rep: Cox and Tanz. *Base rate:* $37.50.

No other information available after repeated requests.

KUOA, SILOAM SPRINGS

Operator: KUOA, Inc., Siloam Springs. *Phone:* 170-77. *Power:* 2,500 watts on 1260 kc. (daytime). *Affiliation:* None. *Opened:* 1922. (Note: This station is owned by John Brown University).

Owner: John E. Brown. *Commercial manager:* Storm Whaley. *Station manager and program director:* John Dickison. *Chief engineer:* J. L. Miller.

Rep: Wilson-Robertson. *News:* UP; Transradio. *Seating facilities:* None. *Merchandising:* Limited services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by John Brown University. *Base rate:* $62.50.

Copy restrictions: No alcoholic beverages accepted, all copy subject to station approval and government regulations.

CALIFORNIA

(1,398,900 radio homes)

Radio Homes by Counties

Alameda	132,100	Marin	9,300	San Mateo	18,600
Alpine	20	Mariposa	670	Santa Barbara	16,900
Amador	1,600	Mendocino	3,900	Santa Clara	38,400
Butte	7,200	Merced	6,100	Santa Cruz	9,100
Calaveras	730	Modoc	990	Shasta	3,200
Colusa	2,200	Mono	200	Sierra	300
Contra Costa	13,500	Monterey	13,200	Siskiyou	4,500
Del Norte	910	Napa	4,900	Solano	7,800
Eldorado	1,500	Nevada	3,000	Sonoma	16,300
Fresno	32,100	Orange	21,900	Stanislaus	12,700
Glenn	2,300	Placer	4,800	Sutter	1,700
Humboldt	7,900	Plumas	1,100	Tehama	2,700
Imperial	9,700	Riverside	14,300	Trinity	380
Inyo	1,100	Sacramento	33,400	Tulare	12,900
Kern	17,600	San Benito	2,200	Tuolumne	1,600
Kings	4,400	San Bernardino	25,900	Ventura	11,300
Lake	1,200	San Diego	54,300	Yolo	4,300
Lassen	2,800	San Francisco	170,000	Yuba	3,000
Los Angeles	592,800	San Joaquin	22,300		
Madera	2,400	San Luis Obispo	6,700		

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. *Phone:* 5-700. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC (California supplementary group); California Radio System. *Opened:* Jan. 29, 1932. (Note: this station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). *Station manager, program director:* Keith B. Collins. *Commercial manager, musical director, publicity director:* Robert L. Stoddard. *Chief engineer:* Clinton Van Cott.

Rep: Walter Biddick Co. (Coast); Joseph Hershey McGillvra (East). *News:* INS. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising.

KPMC, BAKERSFIELD

Operator: Pioneer Mercantile Co., 20th and Eye Sts. *Phone:* 4500. *Power:* 1,000 watts on 1550 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* Feb. 13, 1935.

President: Frank Schamblin. *Station manager:* Leo Schamblin. *Commercial manager:* E. McCaffrey. *Program director:* Curtis Sturm. *Chief engineer:* Leo Jarvis. *Artists bureau head:* Fred Finch. *Publicity director:* Murray Arnold.

Rep: William G. Rambeau. *News:* UP. *Seating facilities:* 75 persons. *Merchandising:* Commercial department renders a service; supply data on market conditions and distribution. *Foreign language programs:* None on station currently. *Artists bureau:* Maintained nominally only. *Base rate:* $45.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect."

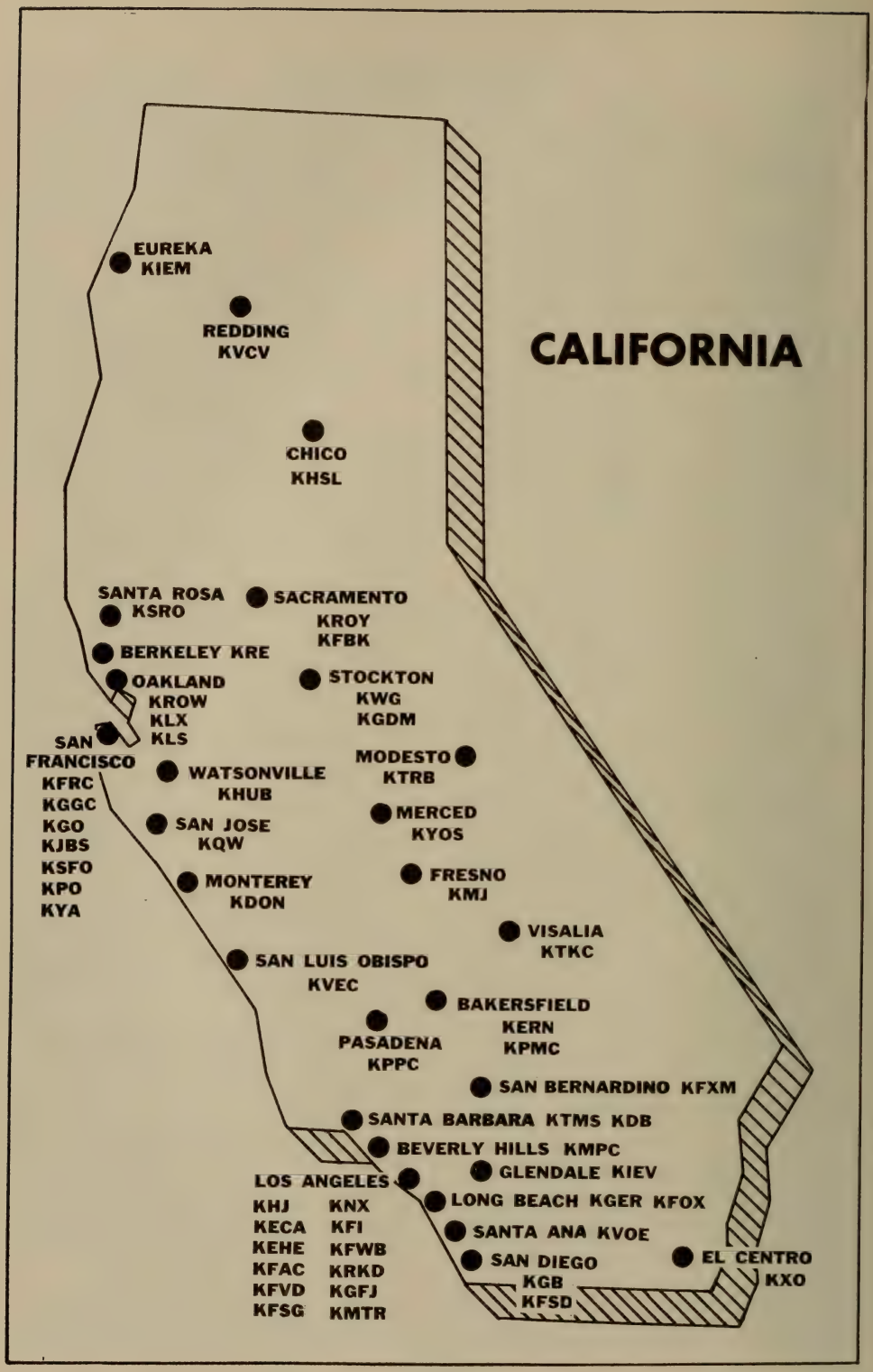
KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 2337 Shattuck Ave. *Phone:* Berkeley 7713. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

Director, station manager: Arthur Westlund. *Commercial manager, program director:* M. Donald Hambly. *Chief engineer:* K. Gordon Morrison. *Musical director:* Harold S. Hawley. *Publicity director:* Fred Macpherson.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services charged for. *Foreign language programs:* Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. *Artists bureau:* None. *Base rate:* $62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted;


CALIFORNIA
EUREKA
KIEM
REDDING
KVCV
CHICO
KHSL
SANTA ROSA
KSRO
SACRAMENTO
KROY
KFBK
BERKELEY KRE
OAKLAND
KROW
KLX
KLS
STOCKTON
KWG
KGDM
SAN
FRANCISCO
KFRC
KGGC
KGO
KJBS
KSFO
KPO
KYA
WATSONVILLE
KHUB
MODESTO
KTRB
SAN JOSE
KQW
MERCED
KYOS
MONTEREY
KDON
FRESNO
KMJ
VISALIA
KTKC
SAN LUIS OBISPO
KVEC
BAKERSFIELD
KERN
KPMC
PASADENA
KPPC
SAN BERNARDINO KFXM
SANTA BARBARA KTMS KDB
BEVERLY HILLS KMPC
GLENDALE KIEV
LOS ANGELES
KHJ KNX
KECA KFI
KEHE KFWB
KFAC KRKD
KFVD KGFJ
KFSG KMTR
LONG BEACH KGER KFOX
SANTA ANA KVOE
SAN DIEGO
KGB
KFSD
EL CENTRO
KXO

no hard liquor; patent medicines and health services accepted only at discretion of the management.

KMPC, BEVERLY HILLS

Operator: Beverly Hills Broadcasting Corp., 9631 Wilshire Blvd. *Phone:* Oxford 6211. *Power:* 500 watts on 710 kc. *Affiliation:* Southern California Network. *Opened:* Feb. 19, 1927.

President: G. A. Richards. *Vice-president, general manager:* Leo B. Tyson. *Program director:* Baron Von Egidy. *Chief engineer:* Roger Love. *Publicity director:* Dick Conner.

Rep: None. *News:* INS. *Seating facilities:* Studio, 150 persons. *Merchandising:* Mail 100 letters free of charge; other services, as desired by sponsor, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Entirely owned by G. A. Richards (WJR, Detroit; WGAR, Cleveland). *Base rate:* $45.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. *Phone:* Chico 237. *Power:* 250 watts on 1260 kc. (to local sunset). *Affiliation:* None. *Opened:* April 17, 1935. (Note: same operator controls KVCV, Redding.)

President, general manager, commercial manager, program director, publicity: Harold Smithson. *Chief engineer:* Henry Davis. *Musical director:* Maxwell Sypher.

Rep: None. *News:* INS. *Seating facilities:* Studio, 100 persons. *Merchandising:* No service listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holders are Harold Smithson, William Schield, and Sydney R. Lewis. *Base rate:* $40 weekdays; $50 Sundays.

Copy restrictions: Beer accepted; no wines or other alcoholic beverages; no patent medicine advertising accepted; no announcements on Sundays; all copy subject to station manager's approval.

KXO, EL CENTRO

Operator: E. R. Irey and F. M. Bowles, 793 Main Street. *Power:* 100 watts on 1500 kc.

Base rate: $7.00 (¼ hr.).

No other information available after repeated requests.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Vance Hotel. *Phone:* 93. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* May, 1933.

General manager, chief engineer: Wm. B. Smullin. *Commercial manager:* William B. Smullin. *Program director:* Cliff Johnson. *Musical director:* Dean Metcalf.

Rep: John Blair. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered in the case of sustained campaigns. *Foreign language programs:* Accept Portuguese and Italian programs. *Artists bureau:* None. *Stock:* principally held by H. H. Hanseth, William B. Smullin and Cliff Johnson. *Base rate:* $60.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval.

KMJ, FRESNO

Operator: The McClatchy Broadcasting Co., Fresno Bee Bldg. *Power:* 1,000 and 500 watts on 580 kc.

Reps: Joseph Hershey McGillvra, New York, Chicago; Walter Biddick Co., Pacific Coast. *Base rate:* $120.

No other information available after repeated requests.

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. *Power:* 250 watts on 850 kc (daytime). *Affiliation:* None. *Opened:* 1933.

President: David H. Cannon.

Rep: None. *Base rate:* $25.

No other information available after repeated requests.

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. *Phone:* 672. *Power:* 1,000 watts on 1250 kc. *Affiliation:* Southern California Network. *Opened:* 1924.

Owner & president, program director: Hal G. Nichols. *Commercial manager:* Lawrence W. McDowell. *Chief engineer:* Lawrence B. Weston.

Rep: Joseph Hershey McGillvra. *News:* INS. *Seating facilities:* None. *Merchandising:* Retains National Research Bureau, Inc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held by Hal G. Nichols. *Base rate:* $100.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 p.m.; commercial copy can't exceed 25% of program

LOS ANGELES?

KFI

50,000 Watts

NBC Red Network

COMPLETE DOMINATION
OF THE ENTIRE PACIFIC SOUTHWEST

KECA

5,000 Watts (1,000 Watts Night)

NBC Blue Network

CONCENTRATED COVERAGE
OF LOS ANGELES COUNTY AND ITS
2,667,000 PEOPLE

Earle C. Anthony, Inc.

RADIO DIVISION

LOS ANGELES • CALIFORNIA

EDWARD PETRY & COMPANY

National Sales Representatives

time; if copy is in excess, time-and-a-half rates are charged.

KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. *Phone:* 660-41. *Power:* 1,000 watts on 1360 kc. *Affiliation:* None. *Opened:* December, 1925.

President, station manager: C. Merwin Dobyns. *Commercial manager:* John A. Dobyns. *Program director:* Roy L. Medcalfe. *Chief engineer:* Jay Tapp.

Rep: None. *News:* Los Angeles Times. *Seating facilities:* Long Beach Studios, 150 persons; Los Angeles Studios, 25. *Merchandising:* Service worked out with each individual sponsor. *Foreign language programs:* Will accept, if musical numbers are also announced in English and commercials kept to minimum. *Artists bureau:* None. *Stock:* Owned entirely by C. Merwin Dobyns. *Base rate:* $65.

Copy restrictions: Beer and wine accepted; no liquor advertising; approved patent medicines okay; copy restricted to not more than 25% of program time.

KECA, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 5,000 and 1,000 watts on 1430 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* November 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, Curtis W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (shared with KFI, same ownership). *Merchandising:* 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* $250.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KEHE, LOS ANGELES

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. *Phone:* Exposition 1341. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* California Radio System. *Opened:* May 1, 1925. (Note: This station is newspaper-affiliated with the Los Angeles Herald-Express.)

Station manager: Ford Billings. *Assistant station manager:* Clarence Juneau. *Commercial manager:* A. E. McDonald. *Program director:* Mayfield Kaylor. *Chief engineer:* Fred Ragsdale. *Musical director:* Leon Rosebrook. *Publicity director:* Fred R. Jones.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio theatre, seating 300 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* $170.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 3443 Wilshire Blvd. *Phone:* Fitzroy 1231. *Power:* 1,000 watts on 1300 kc. *Affiliation:* None. *Opened:* 1931.

Vice-president, general manager: Calvin J. Smith. *Commercial manager:* Carleton E. Coveny. *Program director, artists bureau head:* Robert W. Swan. *Chief engineer:* H. W. Andersen. *Musical director:* Gino Severi. *Publicity director:* Lucile Dinsmore.

Rep: None. *News:* Locally from Times newspaper. *Seating facilities:* Audience rooms, seating 250 to 300 persons. *Merchandising:* No set procedure; service varies with individual cases. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Entirely held by E. L. Cord. *Base rate:* $75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station.

KFI, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 50,000 watts on 640 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, C. W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (facilities shared with KECA, same ownership). *Merchandising:* 100 pre-announcement let-

In Southern California it's KFWB the Warner Brothers' Station

A LOCAL STATION WITH NATIONAL SHOWS



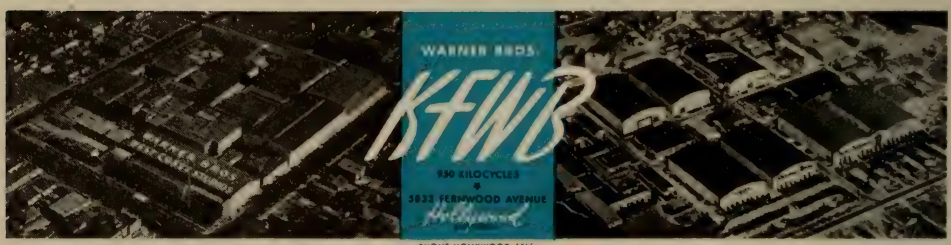
With a call on the world's outstanding talent, writers and showmen of ability . . . KFWB, an integral part of Warner Bros., international leaders in entertainment . . . is a station of service extraordinary, a producer of results exceptional.

That's why KFWB is Southern California's most popular local station . . . that's why it is talked about in the same class with NETWORK stations . . . its big productions, its staff, its studios, its accounts, its aims . . . all are network in caliber.



MORE LOCAL LISTENERS KEEP TUNED TO

THE STATION OF THE STARS



ters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* $660.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KFSG, LOS ANGELES

Operator: Echo Park Evangelical Association. *Power:* 2,500 and 500 watts on 1120 kc (divides time with KRKD).

This station does not sell time; church-owned.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 645 S. Mariposa Avenue. *Phone:* FI 1231. *Power:* 1,000 watts on 1000 kc. *Affiliation:* None. *Opened:* 1925.

General and station manager: J. Frank Burke, Jr. *Commercial manager:* C. E. Watts. *Chief engineer:* James Brown. *Musical director:* J. Newton Yates. *Publicity director:* Byron Dunham.

Rep: None. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to station standards and government regulations.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. *Phone:* Hollywood 5315. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* Southern California Network. *Opened:* March 4, 1925.

General and station manager: Harry Maizlish. *Commercial manager:* Chester Mittendorf. *Program director:* William Ray. *Chief engineer:* Leslie Hewitt. *Musical director:* Leon Leonardi. *Publicity director:* Jean Armand.

Rep: Transamerican Broadcasting & Television Corp. *News:* Universal; INS. *Seating facilities:* Broadcasting theatre, seating 530 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $225.

Copy restrictions: Accept beer and wine anytime, hard liquor after 10 p.m.; all alcoholic accounts subject to rigid copy supervision; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations.

KGFJ, LOS ANGELES

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. *Phone:* Prospect 2434. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* December, 1926.

Owner, general and station manager: Ben S. McGlashan. *Assistant manager, commercial manager:* H. Duke Hancock. *Program director:* Al Weinert. *Chief engineers:* Al Dahlstrum, Charles Whitney. *Publicity director:* Thelma Kirchner.

Rep: Cox & Tanz. *News:* INS. *Seating facilities:* Facilities for 1,500 persons available when necessary. *Merchandising:* "No definite policy." *Foreign language programs:* Spanish program current. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau.

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. *Phone:* Vandike 7111. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* April 13, 1922.

President: Thomas S. Lee. *General and station manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Commercial manager:* Thayer Ridgway. *Chief engineer:* Harold G. Peery. *Artists bureau head:* Robert Braun. *Musical directors:* David H. Broekman, Frederick Stark. *Publicity director:* S. Peiser.

Rep: William G. Rambeau Co. *News:* Transradio; INS; Universal. *Seating facilities:* Studio auditorium, seating 300 persons; Filmarte Theatre, seating 600. *Merchandising:* Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. *Foreign language programs:* No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. *Artists bureau:* KHJ uses the Thomas Lee Artists Service. *Base rate:* $300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations.



Stardom for KNX

● **A METEORIC RISE IN LESS THAN SIX MONTHS**

Popularity

more listeners than any other Southern California station...!

Production

more live talent programs than any other Pacific Coast station!

Sales

more local commercial time than any other Los Angeles network station!

KNX

THE 50,000 WATT "VOICE OF HOLLYWOOD"

West Coast Key Station of the
COLUMBIA BROADCASTING SYSTEM

5939 SUNSET BOULEVARD, LOS ANGELES

Represented by RADIO SALES . division of CBS

KMTR, LOS ANGELES

Operator: KMTR Radio Corp., 1028 North Cahuenga. *Phone:* Hillside 1161. *Power:* 1,000 watts on 570 kc. *Affiliation:* None. *Opened:* 1924.

President: Victor E. Dalton. *Station manager:* Carrol Hauser. *Commercial manager:* Abe Correnson. *Production manager, program director, artists bureau head:* Rudy Cornell. *Chief engineer:* Carrol Hauser. *Musical director:* Salvatore Santaella.

Rep: J. J. Devine & Associates, Inc. *News:* Locally from the Los Angeles Examiner. *Seating facilities:* None currently; will soon have a theatre of its own. *Merchandising:* Publicity service given. *Foreign language programs:* Accepted. *Artists bureau:* Temporarily discontinued during construction of new facilities. *Base rate:* $100.

Copy restrictions: Liquor advertising accepted; no medicine advertising whatsoever; all copy checked with station's attorney.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., 5939 Sunset Blvd. *Phone:* Hollywood 3101. *Power:* 50,000 watts on 1050 kc. *Affiliation:* CBS. *Opened:* October 10, 1924.

Vice-president and general manager: Donald W. Thornburgh. *Director of public relations, Pacific Coast:* Fox Case. *Commercial manager:* Harry W. Witt. *Program director:* Charles Vanda. *Chief engineer:* Lester Bowman. *Artists bureau head:* Larry White. *Musical director:* Lud Gluskin. *Publicity director:* David Carter.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* CBS Music Box theatre, seating 970 persons; CBS Playhouse, seating 1,060; Wilshire Ebell, seating 1,293; Figueroa Playhouse, seating 1,160; Hollywood Women's Club, seating 980. *Merchandising:* Maintains, on non-profit basis, complete promotion and publicity departments. *Foreign language programs:* Not accepted. *Artists bureau:* Through western office of Columbia Artists, Inc. *Stock:* 472,873 shares of Class A outstanding at $5 par; 379,462 of Class B at $5 par. *Base rate:* $500.

Copy restrictions: See CBS Program Policies.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. *Phone:* Madison 2281. *Power:* 2,500 and 500 watts on 1120 kc. (divides time with KFSG). *Affiliation:* None. *Opened:* Jan. 10, 1927. (Note: station has tie-ups, but not cross-ownership, with Los Angeles Evening News and Los Angeles Daily News.)

President: Frank P. Doherty. *Station manager, commercial manager:* Hazel Ryan Jones. *Program director, musical director:* Howard Bell. *Chief engineer:* Willis O. Freitag. *Publicity director:* Joe Micciche. *Assistant publicity director:* Ruth A. Pritchard.

Rep: None. *News:* UP. *Seating facilities:* studio A, 100 persons. *Merchandising:* Have specialized merchandising department for direct-sales campaigns. *Foreign language programs:* Will accept, if precede sign-off time; Japanese program still running, but this started prior to the new ruling. *Artists bureau:* None. *Stock:* Principal holder is Frank P. Doherty. *Base rate:* $50.

Copy restrictions: No beer, wines or hard liquor; not more than three minutes of commercial copy in every quarter-hour, nor over four-and-a-half minutes in a half-hour, nor over nine minutes per hour; patent medicines carefully checked.

KYOS, MERCED

Operator: Merced Star Publishing Company, P. O. Box 662. *Phone:* 1430. *Power:* 250 watts on 1040 kc. (daytime). *Affiliation:* None. *Opened:* October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star.)

President: Ray McClung. *Station manager:* M. F. Woodling. *Commercial manager:* Adriel Fried. *Program director:* Charlie Foll. *Chief engineer:* John Crews.

Rep. Walter Biddick Co., Pacific Coast. *News:* UP. *Seating facilities:* About 50. *Merchandising:* Two men contact a radius of 50 miles on contracts totalling $500; service is free. *Foreign language programs:* Will accept, with restrictions; translation must be furnished in advance. *Artists bureau:* None. *Base rate,* $30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute programs.

KTRB, MODESTO

Operator: Central California Broadcasting Co., P. O. Box 405. *Phone:* 774. *Power:* 250 watts on 740 kc. (operates daytime). *Affiliation:* None. *Opened:* June 11, 1934.

General manager: T. R. McTammany.

Rep: Walter Biddick Co.; Cox and Tanz. *News:* Local only. *Seating facilities:* About 150 persons. *Merchandising:* No service listed. *Foreign language programs:* Accepted if complying with rules and regu-

lations of FCC. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air.

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., Pearl and Washington Streets. *Phone:* Monterey 5119. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Don Lee. *Opened:* November 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald.)

General manager: Allen Griffin. *Station and commercial manager:* Howard V. Walters. *Chief engineer:* R. F. Lewis, Jr. *Musical director:* Clarence Potter.

Rep: Walter Biddick Co. *News:* UP. *Seating facilities:* "Very small audience"; exact number not listed. *Merchandising:* Supplies publicity, aids in securing window and counter displays; service rendered free. *Foreign language programs:* Will accept; Portuguese and Italian programs current. *Artists bureau:* None. *Stock:* Principally held by Allen Griffin and R. F. Lewis, Sr. *Base rate:* $30.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations.

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. *Phone:* Higate 1212. *Power:* 250 watts on 1280 kc. *Affiliation:* None. *Opened:* 1921.

Station manager: S. W. Warner. *Commercial manager:* F. Wellington Morse. *Program director:* Gloria Thompson. *Chief engineer:* Russell Butler.

Rep: None. *News:* INS. *Seating facilities:* Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. *Merchandising:* Have display windows in the Radio Village which are available for a nominal fee. *Foreign language programs:* Accepted; Portuguese, Italian and Jewish programs current. *Artists bureau:* None. *Base rate:* $36.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract.

"The Voice of Hawaii"

KGU

Cleared Channel

750 kc.

2,500 watts — High Level

High Fidelity Signal

NBC RED BLUE PROGRAMS

ESTABLISHED 1922

Advertiser Publishing Co., Ltd.

HONOLULU, HAWAII

KMPC

★

"THE STATION OF THE STARS"

—new ownership
—new management
—new policies
—new features

KMPC

LEO B. TYSON,
Vice-Pres. and General Mgr.
9631 Wilshire Blvd.,
BEVERLY HILLS, CALIF.

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. *Phone:* Lakeside 6000. *Power:* 1,000 watts on 880 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune).

President (Tribune Building Co.): J. R. Knowland, Jr. *Station manager, commercial manager:* Preston D. Allen. *Program director:* Charles Loyd. *Chief engineer:* R. S. Smith.

Rep: None. *News:* AP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors.

KROW, OAKLAND

Operator: Educational Broadcasting Corp. *Power:* 1,000 watts on 930 kc. *Affiliation:* None.

No other data available after repeated requests.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church, 585 E. Colorado St. *Phone:* Terrace 2193. *Power:* 100 watts on 1210 kc (shares time with KFXM).

Station manager: David Black. *Program director:* Robert Cummins. *Chief engineer:* N. Vincent Parsons. *Musical director:* James H. Shearer.

This station is non-commercial; church-owned.

KVCV, REDDING

Operator: Golden Empire Broadcasting Co. *Power:* 100 watts on 1200 kc. *Affiliation:* None.

Rep: None. *Base rate:* $45.

No other information available after repeated requests.

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Company, 708 Eye Street. *Power:* 5,000 watts on 1490 kc.

Rep: Joseph Hershey McGillvra, New York, Chicago; Walter Biddick Co., Pacific Coast. *Base rate:* $160.

No other information available after repeated requests.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. *Phone:* Main 666. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* March 15, 1937.

Station head: Royal Miller. *Station manager:* E. E. Wolfle. *Commercial manager:* George Collipp. *Chief engineer:* E. E. Wolfle. *Musical director:* Leland Ralph. *Program director:* Robert Spence. *Publicity director:* Lucille McCubbin.

Rep: David H. Sandberg (Los Angeles). *News:* INS. *Seating facilities:* Studio seats 50; reception room, 50 persons. *Merchandising:* All forms of merchandising surveys made for national advertisers free. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $44.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics.

KFXM, SAN BERNARDINO

Operators: J. C. and E. W. Lee (Lee Brothers Broadcasting Co.). *Power:* 100 watts on 1210 kc (shares time with KPPC). *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System.

Manager: J. C. Lee.

Rep: None. *Base rate:* $47.50.

No other information available.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd. *Power:* 1,000 watts on 600 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1926.

Base rate: $70.

No other information available after repeated requests.

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. *Phone:* Franklin 6151. *Power:* 1,000 watts on 1330 kc. *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System. *Opened:* May, 1931.

General manager: Lewis Allen Weiss. *Station manager:* S. W. Fuller. *Commercial manager:* D. J. Donnelly. *Program director:* David R. Young. *Chief engineer:* Milam Cater.

Rep: William G. Rambeau & Co. *News:* INS; Transradio; San Diego (local). *Seating facilities:* Yes; "limited audience." *Merchandising:* Contact dealers; arrange window displays; ads in San Diego Shopping News. *Foreign language programs:* Not accepted. *Artists bureau:* No; network talent through Thomas Lee Artist Bureau, Los Angeles. *Base rate:* $80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos or dentists; no lotteries, fortune tellers, astrologists.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. *Phone:* Pros-

pect 0100. *Power:* 5,000 and 1,000 watts on 610 kc. *Affiliation:* Don Lee Broadcasting System. *Opened:* 1924.

Station manager: Wilbur Eickelberg. *Commercial manager:* Ward Ingrim. *Program director:* William Pabst. *Chief engineer:* Ernest Underwood. *Artists bureau head:* Harold Moore. *Musical director:* Chester Smith. *Publicity director:* Pat Kelly.

Rep: William G. Rambeau. *News:* INS; Transradio; Universal. *Seating facilities:* Studio, 350 persons. *Merchandising:* None. *Foreign language programs:* None accepted. *Artists bureau:* Operated as branch of the Thomas Lee Artists' Bureau; has a roster of about 10 artists. *Base rate:* $250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use.

KGGC, SAN FRANCISCO

Operator: The Golden Gate Broadcasting Co. (Robert J. Craig). *Power:* 100 watts on 1420 kc (operates specified hours). *Affiliation:* None.

Rep: None. *Base rate:* $25.

No other information available after repeated requests.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from the General Electric Co.), 111 Sutter St. *Phone:* Sutter 1920. *Power:* 7,500 watts on 790 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1924; under NBC operation since Oct. 1, 1929.

Personnel: See KPO, San Francisco.

Rep, news, merchandising, foreign language programs, artists bureau: See KPO, San Francisco. *Base rate:* $280.

Copy restrictions: See KPO, San Francisco.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. *Phone:* Ordway 4148. *Power:* 500 watts on 1070 kc. *Affiliation:* Northern California Broadcasting System. *Opened:* Jan. 3, 1925.

General manager, commercial manager: Ralph R. Brunton. *Program director:* E. P. Franklin. *Chief engineer:* Cedric Davey.

Rep: Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* About 75 persons. *Merchandising:* Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; announcements can't exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from Hale Brothers, Inc., and the Chronicle Publishing Co.), 111 Sutter St. *Power:* 50,000 watts on 680 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1922; operation by NBC since July 1, 1932.

Vice-president in charge of Western Division: Don E. Gilman. *Assistant to the vice-president:* L. S. Frost. *Commercial manager:* Harry F. Anderson. *Program director:* Kenneth Carney. *Chief engineer:* A. H. Saxton. *Artists bureau head:* Larry Allen. *Musical director:* Meredith Willson. *Publicity director:* Lloyd E. Yoder.

Rep: National Broadcasting Co. *News:* Press-Radio. *Seating facilities:* None; outside theatre space is rented when occasion demands; no admission charged for witnessing any programs thus staged. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* $380.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules.

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Russ Bldg. *Phone:* Garfield 4700. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* 1925.

President: Wesley I. Dumm. *Vice-president and general manager:* Philip G. Lasky. *Program director:* J. C. Morgan. *Chief engineer:* R. V. Howard. *Musical director:* Al White. *Publicity director:* Harry Elliott.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* None currently; will have soon under new building program. *Merchandising:* Will carry out any plans desired by advertiser for cost of production and labor. *Foreign language programs:* Do not accept. *Artists bureau:* None. *Base rate:* $275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs, or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time except for advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer and wines okay; no hard liquors accepted; no controversial talks.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. *Phone:* Douglas 2536. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* California Radio System. *Opened:* December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager: Bob Roberts. *Program director:* Leon Churchon. *Chief engineer:* Paul Schulz. *Musical director:* Walter Rudolph. *Publicity director:* Clarence Meyers.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio A, seating 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m., and must be live talent show; all copy subject to station approval or revision.

KQW, SAN JOSE

Operator: Pacific Agricultural Foundation, Ltd. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Northern California Broadcasting System.

Base rate: $75.

No other information available after repeated requests.

KVEC, SAN LUIS OBISPO

Operator: Christina M. Jacobson, tr., as The Valley Electric Co. *Power:* 250 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. *Phone:* 4900; 4901-R. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* January, 1929.

President, station manager: Ernest L. Spencer. *Commercial manager:* K. W. Pike. *Program director, chief engineer:* Wallace S. Wiggins.

Rep: Cox and Tanz; C. P. MacGregor (Coast). *News:* AP; local. *Seating facilities:* Studio, capacity 150. *Merchandising:* Will arrange for window displays gratis; direct mail, broadsides, etc., billed at actual cost. *Foreign language programs:* Spanish programs are accepted. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: No beer, wine or liquor advertising accepted; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval.

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. *Phone:* 21427. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

Manager: Don Hastings. *Commercial manager:* Ben B. Sanders. *Program director:* Ralph Priest. *Chief engineer:* Robert C. Moody

Rep: William G. Rambeau Co. *News:* Transradio. *Seating facilities:* Studio, 25 person limit. *Merchandising:* Render any reasonable service, specifically store calls and checks on purchases. *Foreign language programs:* Accepted providing copy is submitted in English in advance. *Artists bureau:* None. *Base rate:* $50.

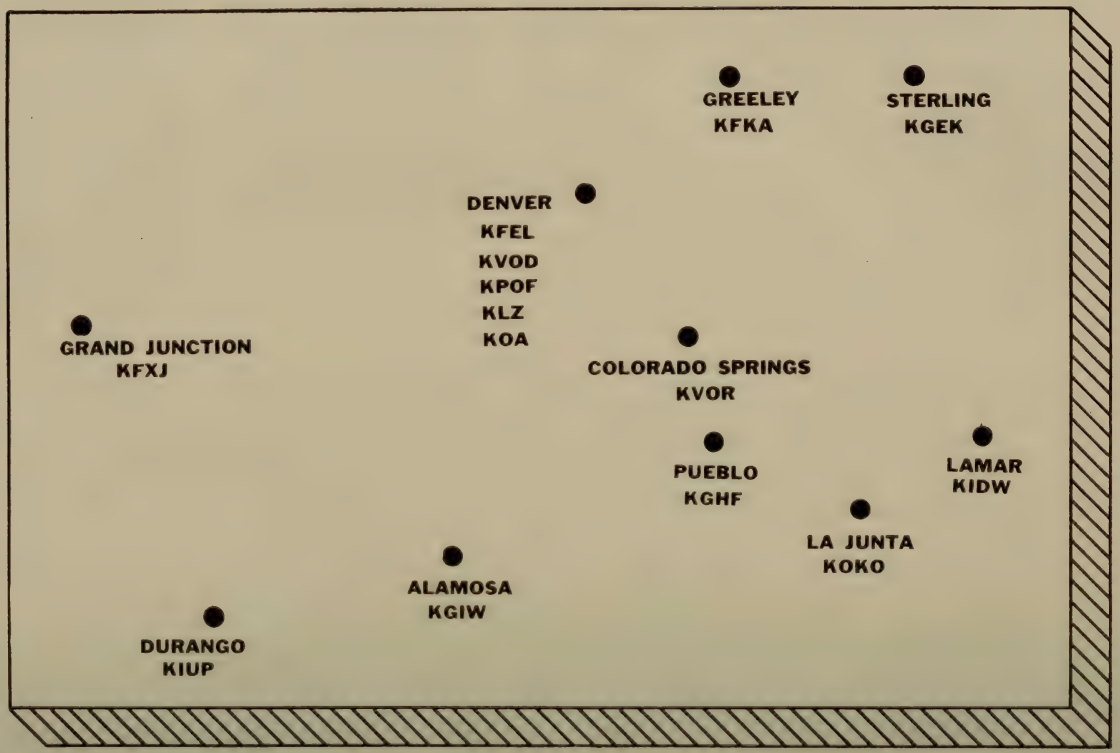
Copy restrictions: Accept beer and wine; no hard liquors; will accept some patent medicines, depending on product.

KTMS, SANTA BARBARA

Operator: The News Press Publishing Co. *Power:* 500 watts on 1220 kc.

At press time this station had a construction permit only.

COLORADO


GREELEY
KFKA
STERLING
KGEK
DENVER
KFEL
KVOD
KPOF
KLZ
KOA
GRAND JUNCTION
KFXJ
COLORADO SPRINGS
KVOR
PUEBLO
KGHF
LAMAR
KIDW
LA JUNTA
KOKO
ALAMOSA
KGIW
DURANGO
KIUP

KSRO, SANTA ROSA

Operator: The Press Democrat Publishing Co. *Power:* 250 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

KGDM, STOCKTON

Operator: F. E. Peffer, 42 S. California St. *Phone:* 795. *Power:* 1,000 watts on 1100 kc (daytime). *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* February, 1927.

Owner: E. F. Peffer. *Station and commercial manager:* A. H. Green. *Chief engineer:* Weyland Worden. *Musical director:* Lilian Best Parkin.

Rep: Small & Brewer, Inc. *News:* INS. *Seating facilities:* Two studios, one seating 100 persons, the other 30. *Merchandising:* No information given. *Foreign language programs:* Italian and Portuguese. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. *Phone:* 580-J; 580-M. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC California Supplementary Service; The California Radio System. *Opened:* October, 1921. (Note: This station is newspaper-owned: McClatchy papers.)

Business manager: Howard Lane. *Station manager, commercial manager:* Bernard E. Cooney. *Program director:* Frank H. Wilbur. *Chief engineer:* Lewis C. Heinzman. *Publicity director:* Ruth Brown.

Rep: Walter Biddick Co. (Pacific Coast); Joseph Hershey McGillvra. *News:* UP. *Seating facilities:* Studio, about 300 persons. *Merchandising:* Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Charles A. Whitmore, president. *Power:* 250 watts on 1190 kc (daytime). (Note: Charles A. Whitmore is publisher of the Visalia Times-Delta.)

At press time this station had a construction permit only.

KHUB, WATSONVILLE

Operator: F. W. Atkinson; special authorization to Mrs. Anna Atkinson, executrix, estate of F. W. Atkinson (deceased), to operate station. *Power:* 250 watts on 1310 kc (daytime).

Base rate: $25.

No other data available.

COLORADO

(206,600 radio homes)

Radio Homes by Counties

Adams	3,000	Fremont	3,200	Montrose	2,300
Alamosa	1,910	Garfield	1,840	Morgan	3,300
Arapahoe	3,600	Gilpin	250	Otero	4,400
Archuleta	460	Grand	460	Ouray	350
Baca	1,150	Gunnison	1,040	Park	460
Bent	1,260	Hinsdale	80	Phillips	1,270
Boulder	7,600	Huerfano	2,100	Pitkin	230
Chaffee	1,720	Jackson	340	Prowers	2,200
Cheyenne	460	Jefferson	3,400	Pueblo	14,000
Clear Creek	460	Kiowa	350	Rio Blanco	460
Conejos	920	Kit Carson	1,380	Rio Grande	1,700
Costillo	460	Lake	1,270	Routt	1,500
Crowley	690	La Plata	2,400	Saguache	800
Custer	230	Larimer	6,800	San Juan	350
Delta	2,600	Las Animas	4,900	San Miguel	350
Denver	73,800	Lincoln	1,150	Sedgwick	920
Dolores	120	Logan	3,700	Summit	230
Douglas	500	Mesa	5,600	Teller	920
Eagle	580	Mineral	120	Washington	1,150
Elbert	800	Moffat	800	Weld	10,000
El Paso	13,100	Montezuma	1,040	Yuma	2,070

Servant and Salesman

IN THE RICH PIKES PEAK REGION

● From the time its new management took over, KVOR has made a determined drive to establish a gilt-edge popularity in the Pikes Peak region. It has identified itself closely with majority community interest on all fronts. Adding to its schedule of CBS programs with a bang-up job of local programming, KVOR is supplying this region with a listening menu that makes "patronizing home industry" completely satisfactory and enjoyable.

New transmission facilities have been installed and its new studios are the largest and most complete to be found anywhere in cities of comparable size.

KVOR's vigorous and aggressive efforts to serve this region have been successful in winning it many, many friends. Let KVOR introduce them to you and your product. They're the kind of people that make extra good customers because they are in the habit of buying twice as much as the average American.



Affiliated with the Colorado Springs Gazette and Telegraph ● Under Affiliated Management with WKY-Oklahoma City, KLZ-Denver and the Oklahoma Publishing Co. ● Represented by E. Katz Special Adv. Agency.

FULL TIME CBS **1000 WATTS**

KGIW, ALAMOSA

Operator: Leonard E. Wilson, P. O. Box 26. *Phone:* 26. *Power:* 100 watts on 1420 kc. (operates specified hours with KIDW). *Affiliation:* None. *Opened:* 1926; moved to Alamosa in 1933.

Manager: D. E. Bennett. *Chief engineer:* W. M. Thomas.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* facilities—not described—are offered to national advertisers. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $7.35 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics; no other restrictions listed.

KVOR, COLORADO SPRINGS

Operator: Out West Broadcasting Co., Antlers Hotel. *Phone:* Main 278. *Power:* 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: this station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as KLZ, Denver, WKY, Oklahoma City, and the Oklahoma Publishing Co.)

President: E. K. Gaylord. *Station manager, commercial manager:* Hugh B. Terry. *Program director, publicity director:* Wauhillau La Hay. *Chief engineer:* E. H. Taylor. *Musical director:* Arb Fuller.

Rep: E. Katz Special Advertising Agency. *News:* AP; also local news. *Seating facilities:* Two studios, 50 each. *Merchandising:* Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. *Foreign language programs:* None; not suited to market. *Artists bureau:* None. *Base rate:* $72.

Copy restrictions: Beer okay; no wines or hard liquors; patent medicines turned down except in rare cases, when copy is carefully censored.

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. *Phone:* Keystone 0178. *Power:* 500 watts on 920 kc (divides time with KVOD). *Affiliation:* Mutual Broadcasting System. *Opened:* 1923.

Station head, sales manager: Gene O'Fallon. *Assistant station manager:* Frank Bishop. *Local commercial manager:* Holly Moyer. *Program driector:* Williams S. Wales. *Chief engineer:* J. P. Veatch. *Publicity director:* Rocky McDermott. *Traffic manager:* E. Dillon.

Rep: John Blair and Co. *News:* Transradio. *Seating facilities:* Albany Hotel Cathedral Ballroom, seating 1,350 persons. *Merchandising:* Complete service offered to local, spot and national accounts; details not listed. *Foreign language programs.* Will accept, but foreign population is described as very small. *Artists bureau:* None. *Stock:* Principally held by Gene O'Fallon. *Base rate:* $120.

Copy restrictions: Beer and wine accepted any time; hard liquor only after 9 p.m.; all copy subject to station approval and government regulations.

KLZ, DENVER

Operator: KLZ Broadcasting Co., Inc., Shirley Savoy Hotel. *Phone:* Main 4271. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* June, 1920. (Note: KLZ is newspaper owned. This station, originally operated by the Reynolds Radio Co., was sold Aug. 1, 1935, to the interests controlling the Oklahoma Publishing Co. and station WKY in Oklahoma City.)

Station manager: F. W. Meyer. *Sales manager:* Frank Quinn. *Program director:* Arthur Wuth. *Chief engineer:* T. A. McClelland. *Production manager:* Wesley Battersea.

Rep: E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Largest studio accommodates 150; auditorium with capacity of 1,200 soon to be available; three theatres of the Fox chain available when necessary. *Merchandising:* Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Assn. permits exclusive stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. *Foreign language programs:* None on air; will accept. *Artists bureau:* None; but production department can arrange for artists. *Base rate:* $180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 p.m., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytimes, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims."

KOA, DENVER

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee),



Local Retailers and Jobbers Spend Their Money with KLZ

• You can count on the local boys keeping a close watch on the box office. The money they spend today has to bounce back tomorrow with a profit.

Denver merchants and jobbers have watched KLZ take on new life color and personality. They understand why KLZ has the crowd coming its way They know that KLZ can give them the coverage they need in the Denver-Rocky Mountain region.

That's why KLZ is getting the big share of local business in Denver . . and why advertisers on the outside should check closely how they are spending their money in Denver.



• Within KLZ's 0.5 mv. contour (daytime) are 71% of Colorado's radio homes and within this area is spent 76c out of every retail dollar spent in the state.

KLZ DENVER

CBS

• UNDER AFFILIATED MANAGEMENT WITH WKY—OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY • REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY

1625 California St. *Phone:* Main 6211. *Power:* 50,000 watts on 830 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* Dec. 15, 1924.

General manager, commercial manager: A. E. Nelson. *Program director:* C. C. Moore. *Chief engineer:* R. H. Owen. *Artists bureau head:* A. J. Weber. *Musical director:* Carl Wieninger. *Publicity director:* Jas. MacPherson.

Rep: National Broadcasting Co., Inc. *News:* Denver Post; four broadcasts daily. *Seating facilities:* Studio A, 325; studio B, 150; admission by courtesy tickets. *Merchandising:* Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). *Foreign language programs:* Would accept subject to approval of continuities; but 98% of population is English-speaking. *Artists bureau:* Yes; complete roster of announcers, conductors, writers, producers, directors, and players. *Base rate:* $240.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval.

KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. *Power:* 500 watts on 880 kc (shares time with KFKA). *Opened:* 1928.

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. *Phone:* Tabor 2291. *Power:* 500 watts on 920 kc. (divides time with KFEL). *Affiliation:* NBC Blue Mountain Group. *Opened:* 1925.

President: William D. Pyle. *Station manager:* Thomas C. Ekrem. *Commercial manager:* Jerry Akers. *Program director, musical director:* Budd Heyde. *Chief engineers:* W. D. Pyle, T. C. Ekrem. *Publicity director:* Ben H. Stanton.

Rep: Edward Petry & Co., Inc., *News:* UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Can be handled through a local agency; station lists no service of its own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer and wines accepted; each piece of copy "handled separately as to truth and basic ethics."

KIUP, DURANGO

Operator: The San Juan Broadcasting Co., Inc., 2800 Main Avenue. *Phone:* 117. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December 10, 1935.

President: C. Guy Shepard. *Station and commercial manager, program director:* Raymond M. Beckner. *Chief engineer:* Mel Williams.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Advance publicity; dealer tie-ins and window display services; rates upon request. *Foreign language programs:* Will accept, governed by same rules as regular advertising; Spanish is predominate foreign language in territory. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser."

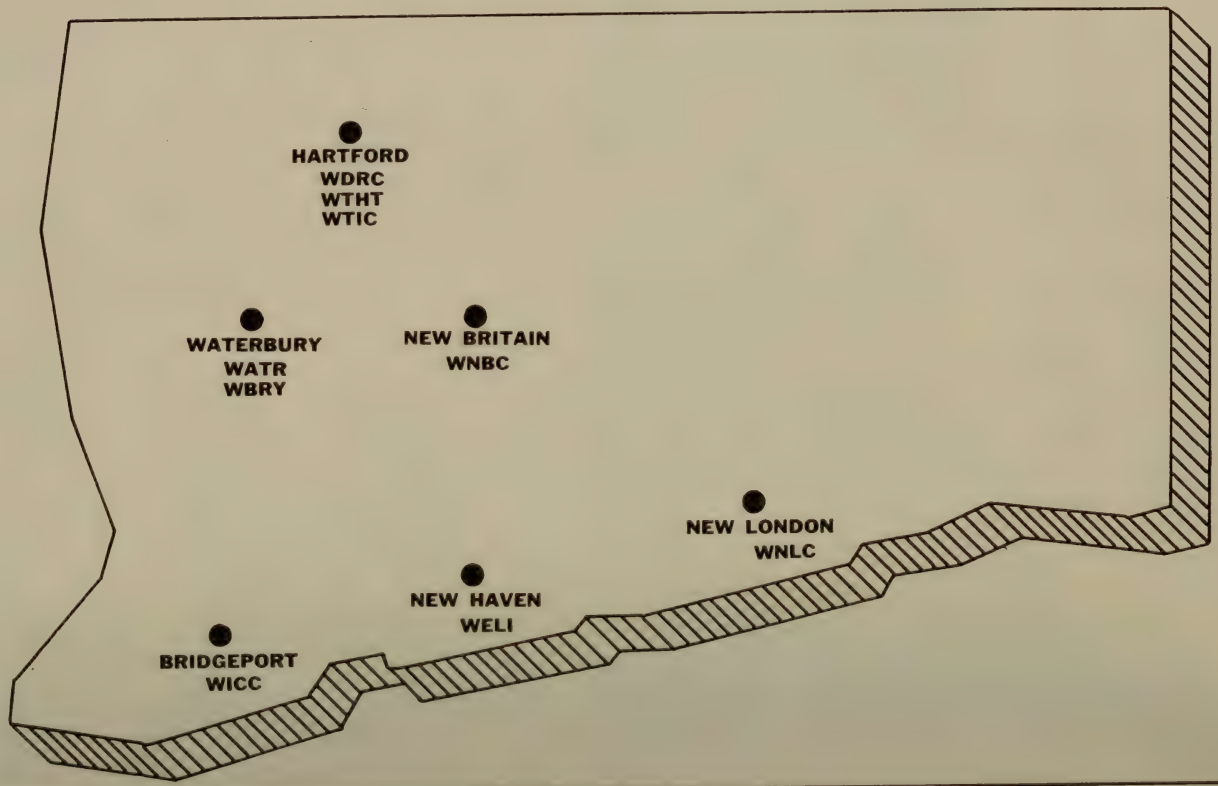
KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. *Phone:* 126. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 1, 1925.

General and station manager: Rex Howell. *Commercial manager:* Charles Howell. *Program director:* Norbourne Smith. *Chief engineer:* Fred Mendenhall. *Publicity director:* Ruth Reid. *Radio Press Bureau:* Hal Reid.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A accommodates small audience; exact capacity not listed. *Merchandising:* Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. *Foreign language programs:* No set rules; as foreign population is very small, question has never arisen, though

CONNECTICUT



sustaining programs in Spanish and German have been presented. *Artists bureau:* None. *Stock:* Equally held by Charles and R. G. Howell. *Base rate:* $30.

Copy restrictions: Beer and wine accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour.

KFKA, GREELEY

Operator: The Mid-Western Radio Corp. *Power:* 1,000 and 500 watts on 880 kc (shares time with KPOF). *Affiliation:* Mutual Broadcasting System.

Rep: None. *Base rate:* $70.

After repeated requests, no other information available.

KOKO, LA JUNTA

Operator: The Southwest Broadcasting Co. *Power:* 100 watts on 1370 kc.

At press time this station had a construction permit only.

KIDW, LAMAR

Operator: Southwest Broadcasting Co., 129 W. Elm St. *Phone:* 16. *Power:* 100 watts on 1420 kc. (7 a.m. to 6 p.m.; 9:30 p.m. to midnight). *Affiliation:* None. *Opened:* Aug. 1, 1932.

Owner, publicity director: Leonard E. Wilson. *General manager:* Sherrill Ellsworth. *Program director:* Jack Phillips. *Musical director:* George R. Holbert. *Chief engineer:* Ralph W. Rea.

Rep: Cox and Tanz. *News:* RNA (Transradio). *Seating facilities:* Lounge with view of studio. *Merchandising:* Service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* $19.83 (½ hr. one time in one month).

Copy restrictions: Beer announcements only accepted; no hard liquors; all other copy subject to censorship for exaggeration or conflict with pure food laws.

KGHF, PUEBLO

Operator: Curtis P. Ritchie, 113 Broadway. *Phone:* 3877. *Power:* 500 watts on 1320 kc. *Affiliation:* NBC Optional Blue Mountain Service. *Opened:* January, 1928.

Owner: Curtis P. Ritchie. *Station manager, commercial manager:* J. H. McGill. *Program director, musical director, publicity:* F. L. Amos. *Chief engineer:* George Ikelman.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seats about 100. *Merchandising:* No specific service listed; "try to be of service to clients in promoting the sale of their products." *Foreign language programs:* Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay."

KGEK, STERLING

Operator: Elmer G. Beehler, Fleming Road. *Phone:* 679. *Power:* 100 watts on 1200 kc (specified hours). *Affiliation:* None. *Opened:* December, 1925.

General and station manager, chief engineer, publicity director: Elmer G. Beehler. *Program director:* Percy H. Shea.

Rep: None. *News:* AP. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Accept alcoholic beverages, if usual standards of good taste are observed in program and copy.

CONNECTICUT

(372,200 radio homes)

Radio Homes by Counties

Fairfield	90,300	Middlesex	11,600	Tolland	6,200
Hartford	98,500	New Haven	106,100	Windham	12,500
Litchfield	19,600	New London	27,400		

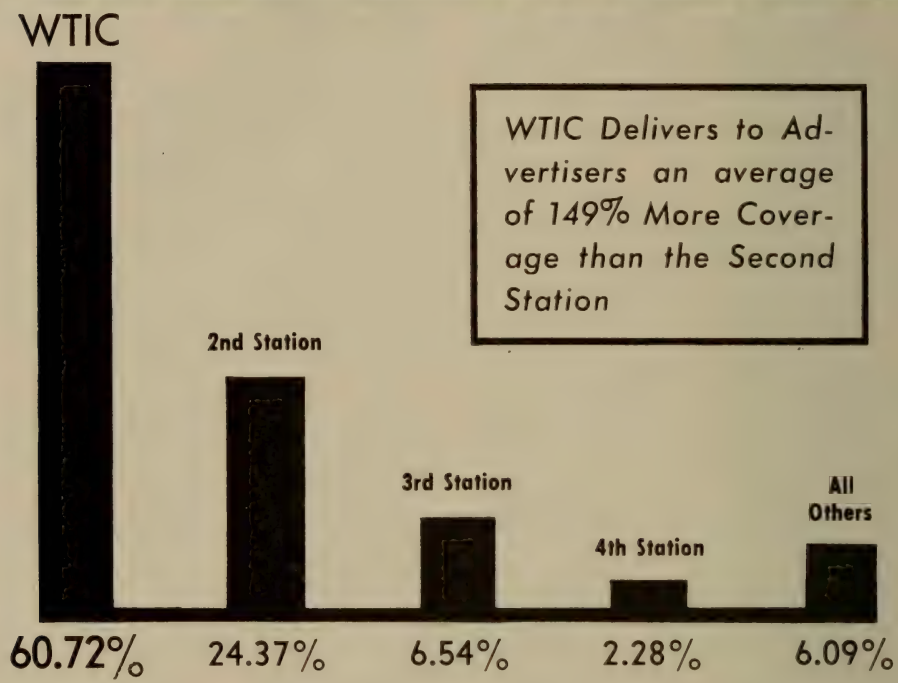
WICC, BRIDGEPORT

Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 185 Church St., New Haven. *Phones:* Bridgeport 6-1121; New Haven 5-7736. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* NBC Basic Blue; Yankee Network; Colonial Network. *Opened:* Aug. 2, 1926.

President. John Shepard III. *Station manager:* Joseph Lopez. *Commercial manager:* Fred L. Rowe. *Program director:* Judson La Haye. *Chief engineer:* Garo W. Ray.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* 35 or 40; broadcasts with larger

Ross Federal Report on WTIC leadership



WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write Today for the Brochure Containing Full Facts on the Ross Federal Survey

WTIC 50,000 WATTS HARTFORD, CONN.

The Travelers Broadcasting Service Corp.
Member NBC Red Network and Yankee Network
PAUL W. MORENCY, General Mgr. — JAMES F. CLANCY, Business Mgr.

National Representatives — WEED & CO.
CHICAGO - - - DETROIT - - - NEW YORK

audience allowed when outside facilities are rented. *Merchandising:* Supplies lists of potential dealers; cooperates in any other merchandising service at cost. *Foreign language programs:* based entirely on individual merit of each program and client. *Artists bureau:* Works through bureau of Yankee Network (see WNAC, Boston). *Base rate:* $160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; liquor advertising accepted when it conforms to laws of city and state.

WDRC, HARTFORD

Operator: WDRC, Inc., 750 Main St. *Phone:* 7-1188. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* CBS. *Opened:* 1922.

General manager, station manager: Franklin M. Doolittle. *Commercial manager:* William F. Malo. *Studio manager:* Walter Haase. *Chief engineer:* Italo Martino. *Program director:* Sterling V. Couch. *Publicity director:* Harvey Olson.

Rep: Free, Johns & Field, Inc. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact, publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. *Foreign language programs:* None accepted. *Artists bureau:* None. *Base rate:* $175.

Copy restrictions: No hard liquor or wines; beer accepted if program is musical and copy institutional; beer sponsorship limited to brewers only, and not distributors or retail outlets; all other copy subject to station approval.

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. *Phone:* 7-6481. *Power:* 100 watts on 1,200 kc. (daytime). *Affiliation:* Mutual Broadcasting System; Colonial Networks. *Opened:* August 12, 1936. (Note: this station is newspaper owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. *Station manager, program director:* Cedric W. Foster. *Commercial manager:*

MOST WRITERS WORKING

In Radio and in Motion Pictures

●

H. N. Swanson, Inc.

8525 Sunset Boulevard,

WEST HOLLYWOOD

WICC

Dominant Station of Southern Connecticut

BASIC station of the NBC Blue Network and the Yankee Network's outlet in Bridgeport and New Haven. Also an affiliate of the Colonial Network. . . . The dominant station of Southern Connecticut, serving the area where 53.3% of Connecticut's retail sales are made. Serves a population of 1,055,879. . . . Connecticut is the fourth state in the country in population density; and more than half of this population, and more than half the taxable property are concentrated within WICC's intensive listening area. . . . WICC has the strongest signal in seventeen of the twenty-four cities and towns of Fairfield and New Haven Counties. . . . No national campaign is complete without WICC—first in local acceptance in Southern Connecticut's $158,319,000 retail market.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK DETROIT CHICAGO SAN FRANCISCO

Norbert O'Brien. *Chief engineer:* Richard K. Blackburn.

Rep: J. P. McKinney & Son. *News:* AP. *Seating facilities:* limited; capacity not listed. *Merchandising:* publicity and listings offered in Hartford Times. *Foreign language programs:* will accept, but such programs are not solicited nor encouraged. *Artists bureau:* none. *Base rate:* $100.

Copy restrictions: no beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations.

WTIC, HARTFORD

Operator: The Travelers Broadcasting Co., 26 Grove St. *Phone:* 2-3181. *Power:* 50,000 watts on 1040 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* Feb. 10, 1925.

Station manager: Paul W. Morency. *Commercial manager:* James F. Clancy. *Program director:* Thomas C. McCray. *Chief engineer:* J. Clayton Randall. *Publicity:* George Malcolm-Smith.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* observation room, 200 capacity. *Merchandising:* Rendered at cost to client. *Foreign language programs:* No set rules; currently has dance program in Polish from the National Polish Home. *Artists bureau:* None. *Base rate:* $360.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor.

WNBC, NEW BRITAIN

Operator: State Broadcasting Corp., 147 Main St. *Phone:* 240. *Power:* 250 watts on 1380 kc (daytime). *Affiliation:* None. *Opened:* July 15, 1935.

General manager: Richard W. Davis. *Program director, musical director:* H. L. Goodwin. *Chief engineer:* Rogers B. Holt. *Publicity director:* M. Berkowitz.

Rep: None. *News:* Transradio. *Seating facilities:* None, unless taken from remote. *Merchandising:* Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. *Foreign language programs:* Accepted in conformity to regular station program policies and NAB code of ethics. *Artists bureau:* None; station talent available, however. *Base rate:* $60.

Copy restrictions: No rules regarding

AIR FEATURES
INCORPORATED

RADIO
PRODUCTIONS

JAMES E. SAUTER
PRESIDENT

247 PARK AVE., NEW YORK WI. 2-0077


WDRC . . . gives you complete
Intensified Coverage of
Connecticut's Major Market
DIRECT RESPONSE to a series of announcements over WDRC sold more than 300 new Dodge and Plymouth cars in One Month for Hartford County Dealers. No Other Advertising Medium Was Used!
Electric refrigeration, washing machine, radio, automotive equipment, gasoline and dozens of other firms who Must get direct returns from their advertising are consistently using WDRC.
Profit by their experience. . . Profit by using WDRC.
WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

beer, wine, alcoholic beverages and patent medicines other than provisions of NAB code of ethics and FCC rulings.

WELI, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. *Phone:* 8-1133. *Power:* 500 watts on 900 kc. (to local sunset). *Affiliation:* Connecticut Broadcasting System. *Opened:* Oct. 10, 1935.

General manager, station manager, commercial manager: James T. Milne. *Program director:* Charles Wright. *Chief engineer:* J. Gordon Keyworth. *Artists bureau head, musical director:* Miss Marion Reynolds. *Publicity director:* Charles Wright.

Rep: None. *News:* Transradio; also local. *Seating facilities:* Arrangements can be made with Hotel Taft for ballroom; also local theatres. *Merchandising:* Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. *Foreign language programs:* Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. *Artists bureau:* Setup nominal only. *Stock:* Closed corporation, principal stockholder being Patrick J. Goode. *Base rate:* $125.

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB code of ethics.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* Yankee Network; Colonial Network.

Base rate: $57.50.

Copy restrictions: Rate card states that the "management reserves the right to refuse or discontinue any advertising for reasons satisfactory to station."

No further data available at this time.

WATR, WATERBURY

Operator: WATR Co., Inc., 47 Grand Street. *Phone:* 3-5161. *Power:* 100 watts on 1190 kc (operates on limited time schedule). *Affiliation:* Intercity Broadcasting System. *Opened:* June 15, 1934.

General and station manager: Harold Thomas. *Commercial manager:* Samuel Elman. *Program and publicity director, artists bureau head:* James Parker. *Chief engineer:* Norman Blake.

Rep: James F. Fay, Boston. *News:* Transradio. *Seating facilities:* 20 persons. *Merchandising:* No information given *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* $75.

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards.

WBRY, WATERBURY

Operator: American Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152 Temple St.). *Phone:* 3-1125; (New Haven: 7-1243). *Power:* 1,000 watts on 1530 kc. *Affiliation:* Colonial Network; Mutual Broadcasting System. *Opened:* Nov. 3, 1934. (Note: WBRY is newspaper owned and operated; American and Republican.)

President: William J. Pape. *Business manager:* Erwin J. Frey. *Commercial manager:* Murray L. Grossman. *Studio director:* David Hale Halpern. *Chief engineer:* Sidney Warner. *Musical director:* Waldo S. Newbury. *Publicity director:* E. Christy Erk.

Rep: Joseph Hershey McGillvra. *News:* UP, AP. *Seating facilities:* Theatre room, capacity 150. *Merchandising:* Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. *Foreign language programs:* Accepted; have Italian, Lithuanian and Polish live talent series. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding "grade A" requirements.

DELAWARE

(47,100 radio homes)

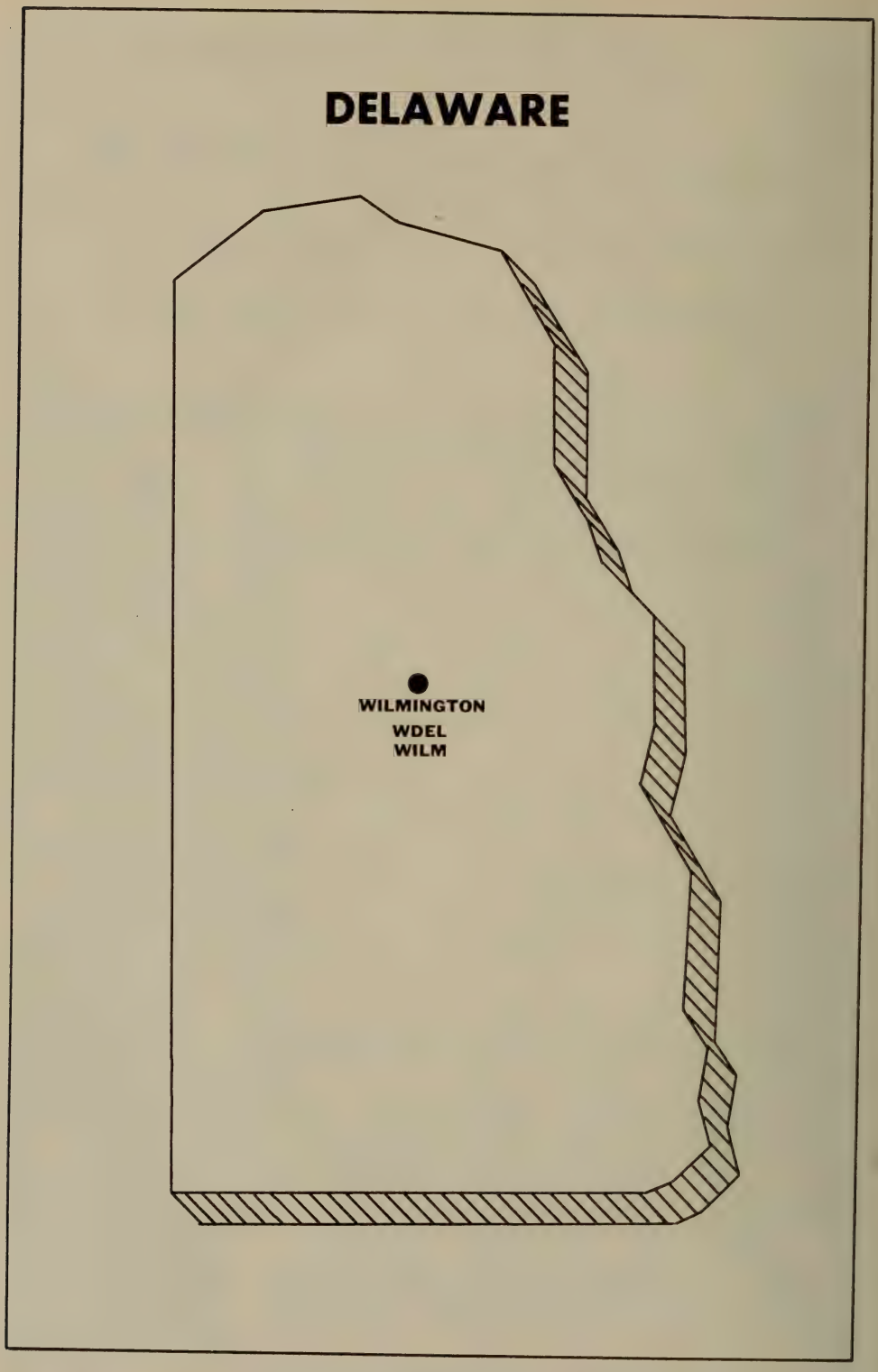
Radio Homes by Counties

Kent	5,100	New Castle	35,000	Sussex	7,000

WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. *Phone:* 7268. *Power:* 500 and 250 watts on 1120 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Basic Red; Inter-City Broadcasting System. *Opened:* May 1, 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman


DELAWARE
WILMINGTON
WDEL
WILM

Walsh. *Program director:* Edward Browning. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Irene Barry. *Musical director:* Victor Caille. *Publicity director:* Lonny Starr.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Usual services offered, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $120.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 10th & King Sts. *Phone:* 7268. *Power:* 100 watts on 1420 kc. (shares time with WAZL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Program director:* John Hartman. *Chief engineer:* J. E. Mathiot.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $64.71.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval.

DISTRICT OF COLUMBIA

(125,800 radio homes)

WJSV, WASHINGTON

Operator: Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. *Phone:* Metropolitan 3200. *Power:* 10,000 watts on 1460 kc. *Affiliation:* CBS. *Opened:* October 20, 1932.

Vice-president: Harry C. Butcher. *Station and commercial manager:* A. D. Willard, Jr. *Program director:* F. A. Long. *Chief engineer:* Clyde Hunt. *Musical director:* John Salb. *Publicity director:* Ann Gillis.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* Audiences from 100 to 1,200 can be seated. *Merchandising:* Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers or personal calls or phone at cost; research service among dealers, distributors or general public at cost. *Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None, as such, but has contracts with artists appearing regularly on station. *Base rate:* $300.

Copy restrictions: See CBS program policies.

WMAL, WASHINGTON

Operator: National Broadcasting Co., Inc. (under lease from M. A. Leese Radio Corp.), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 500 and 250 watts on 630 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1926; became NBC licensee Feb. 1, 1933.

Vice-president: Frank M. Russell. *Manager:* Kenneth H. Berkeley. *Commercial manager:* John Dodge. *Program director:* Carleton Smith. *Chief engineer:* A. E. Johnson. *Publicity director:* Marion Gale.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* One studio can accommodate 200 persons; two others have 100 capacity combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rates:* $200.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies (which see).

WOL, WASHINGTON

Operator: American Broadcasting Company, Heurich Bldg., 1627 K St., N. W

Phone: Metropolitan 0012. *Power*: 100 watts on 1310 kc. *Affiliation*: Mutual Broadcasting System; Inter-City Broadcasting System. *Opened*: December 10, 1924.

President: LeRoy Mark. *Station Manager*: William B. Dolph. *Commercial manager*: H. V. Seay. *Program director*: Madeline Ensign. *Chief engineer*: H. H. Lyon. *Musical director*: Art Brown. *Publicity director*: M. E. Cronan.

Rep: Transamerican Broadcasting & Television Corp. *News:* Transradio. *Seating facilities*: 200 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail out limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. *Foreign language programs:* Will accept; literal translation must be furnished in advance. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer, wine and liquor advertising accepted weekdays only; patent medicine copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 40 words; commercial continuity on day and night quarter-hours limited to 425 words; no false or misleading advertising, disparagement of competitors; no violation of good taste; no fortune telling, numerology, etc.

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 1,000 and 500 watts on 950 kc. *Affiliation:* NBC Basic Red. *Opened:* Aug. 1, 1923.

Vice-president: Frank M. Russell. *Manager:* Kenneth H. Berkeley. *Commercial manager:* John Dodge. *Program director:* Fred Shawn. *Chief engineer:* A. E. Johnson. *Publicity director:* Marion Gale.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* About 200 persons can be accommodated in one studio; about 100 in two other studios, combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Same as National Broadcasting Co. (see NBC Program Policies); also see WMAL, Washington, D. C.

Mutual's Station

For the

District of Columbia

WOL

WASHINGTON, D. C.

Heurich Building

1627 K Street, N.W.

SINGLE AND DOUBLE BUTTON HANDI MIKES



Handiest ever built. For special events broadcasts, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

Cost to stations, $5.88 net, single button; $8.88 net, double button.

Send for catalog of microphones, stands, wax and instantaneous recording machines, blank discs, needles, etc.

Universal Microphone Co., Ltd.

432 Warren Lane

Inglewood, Calif.

FLORIDA

(233,900 radio homes)

Radio Homes by Counties

Alachua	4,400	Hamilton	700	Okeechobee	400
Baker	500	Hardee	1,100	Orange	10,400
Bay	1,600	Hendry	500	Osceola	1,000
Bradford	800	Hernando	600	Palm Beach	10,200
Brevard	1,900	Highlands	1,600	Pasco	1,200
Broward	3,200	Hillsborough	28,100	Pinellas	15,500
Calhoun	500	Holmes	700	Polk	11,900
Charlotte	600	Indian River	800	Putnam	2,200
Citrus	500	Jackson	2,800	St. Johns	2,900
Clay	600	Jefferson	900	St. Lucie	1,300
Collier	300	Lafayette	300	Santa Rosa	1,100
Columbia	1,300	Lake	3,300	Sarasota	2,400
Dade	35,800	Lee	2,500	Seminole	2,500
De Soto	1,200	Leon	3,500	Sumter	800
Dixie	600	Levy	800	Suwanee	1,300
Duval	30,800	Liberty	200	Taylor	1,200
Escambia	8,200	Madison	1,200	Union	400
Flagler	300	Manatee	3,500	Volusia	7,300
Franklin	600	Marion	3,700	Wakulla	300
Gadsden	2,500	Martin	700	Walton	1,100
Gilchrist	300	Monroe	1,600	Washington	900
Glades	300	Nassau	800		
Gulf	200	Okaloosa	700		

WMFJ, DAYTONA BEACH

Operator: W. W. Esch, 126½ Magnolia Ave. *Phone:* 91. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* April, 1935.

Owner-manager: W. W. Esch. *Commercial manager, artists bureau head, publicity director:* Ed Sims. *Program director:* Billie B. Esch. *Chief engineer:* Webster Ellenwood. *Musical director:* Paul Morrison.

Rep: Cox and Tanz. *News:* Transradio; also local. *Seating facilities:* About 100; admission by card. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted if in French, Jewish, German or Spanish. *Artists bureau:* Yes; have about half a dozen orchestras, vocalists, actors, announcers. *Stock:* Entirely owned by W. W. Esch. *Base rate:* $45 (½ hour).

Copy restrictions: Only requirements are that copy should "not offend ordinary good taste"; whiskey must be referred to as a packaged product, cocktail, or mixed drink.

WRUF, GAINESVILLE

Operator: State and University of Florida, University of Florida. *Phone:* University 55. *Power:* 5,000 watts on 830 kc. (to sunset in Denver). *Affiliation:* None. *Opened:* August, 1928.

Director: Garland W. Powell. *Program director:* J. Russell McCaughan. *Chief engineer:* Joseph Weil. *Chief operator:* F. B. Duncan.

Rep: None. *News:* AP. *Seating facilities:* University auditorium, capacity 2,000. *Merchandising:* None. *Foreign language programs:* None; no need for them in this community. *Artists bureau:* None; staff composed entirely of non-pro artists. *Stock:* Entirely state-owned. *Base rate:* $75.

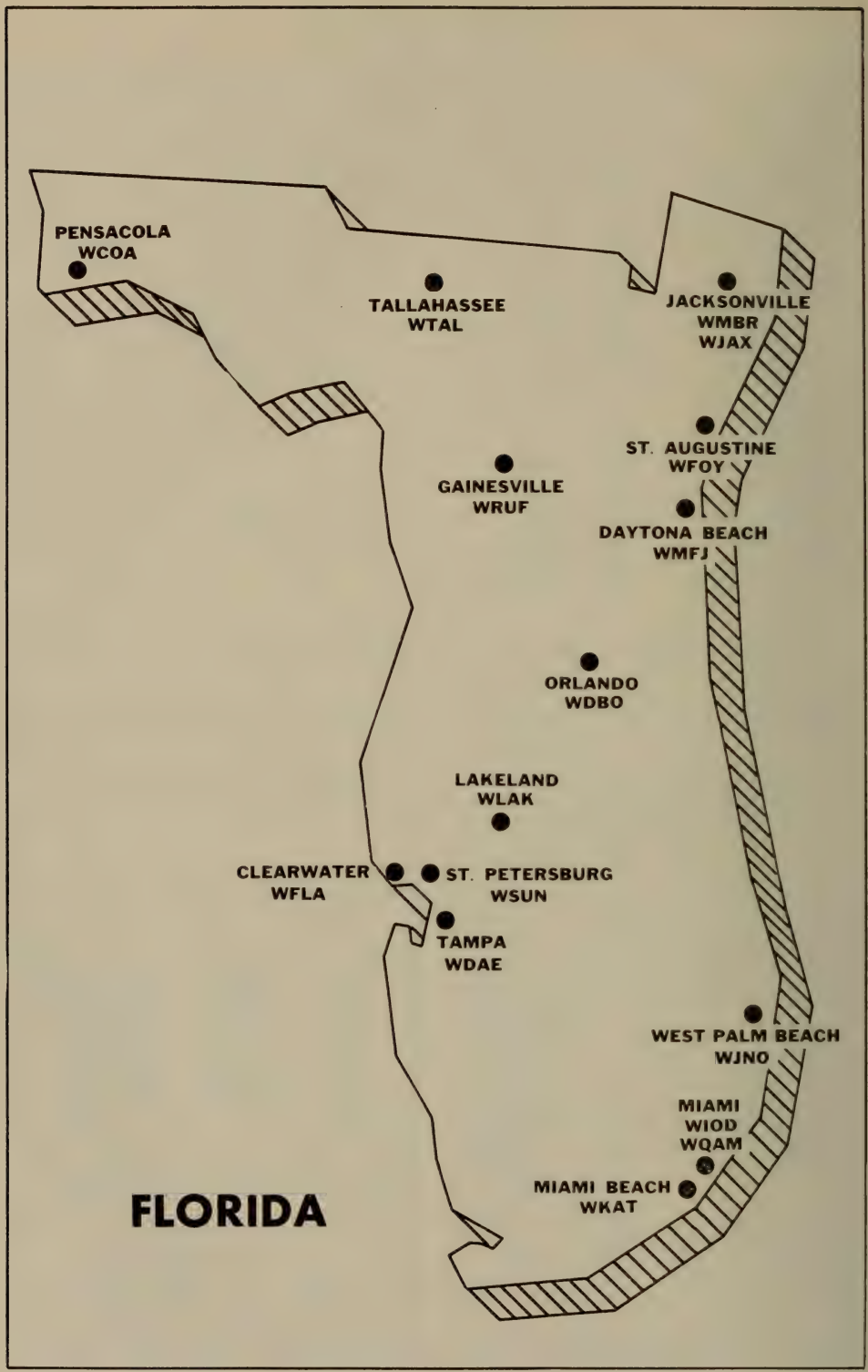
Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis.

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broadcast Place. *Phone:* 5-5821. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Nov. 25, 1925. (Note: This station is owned and operated by the City of Jacksonville).

Station and commercial manager, chief engineer: John T. Hopkins III.

Rep: Craig & Hollingberry, New York and Southeast. *News:* None. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered on contracts which "warrant" it at no charge other than actual


PENSACOLA
WCOA
TALLAHASSEE
WTAL
JACKSONVILLE
WMBR
WJAX
ST. AUGUSTINE
WFOY
GAINESVILLE
WRUF
DAYTONA BEACH
WMFJ
ORLANDO
WDBO
LAKELAND
WLAK
CLEARWATER
WFLA
ST. PETERSBURG
WSUN
TAMPA
WDAE
WEST PALM BEACH
WJNO
MIAMI
WIOD
WQAM
MIAMI BEACH
WKAT
FLORIDA

cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $190.

Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118 W. Adams St. *Phone:* 5-4387. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* 1927.

President, general manager, commercial manager: Frank King. *Production manager, secretary, treasurer:* Glenn Marshall, Jr. *Program director, musical director.* Marie Elliott. *Chief engineer:* H. B. Greene.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* Studio seating 100 persons. *Merchandising:* Contact distributors; conduct monthly cross-section survey of food and drug outlets. *Foreign language programs:* Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. *Artists bureau:* Yes, lists about 15 artists. *Base rate:* $125.

Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter hour.

WLAK, LAKELAND

Operator: Lake Region Broadcasting Co. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

Base rate: $50.

No other information available.

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. *Phone:* 31113. *Power:* 1,000 watts on 1,300 kc. *Affiliation:* NBC Southeastern Group. *Opened:* January, 1926. (Note: this station is newspaper-owned by the Miami Daily News.)

Vice-president, general manager: Hal Leyshon. *Station manager, program director:* Francis P. Malone. *Commercial manager:* S. A. Vetter. *Chief engineer:* Milton C. Scott, Jr. *Musical director:* Earle B. Hanson. *Publicity director:* Boarman Byrd.

Rep: George P. Hollingbery, Chicago; Norman Craig, New York. *News:* INS. *Seating facilities:* studio, seating 200 persons; spectators' gallery, 100. *Merchandising:* cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. *Foreign language programs:* not accepted. *Artists bureau:* Yes. *Stock:* principally held by Metropolis Publishing Co. *Base rate:* $140.

Copy restrictions: beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised."

WQAM, MIAMI

Operator: Miami Broadcasting Co., Postal Bldg. *Phone:* 26121. *Power:* 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* 1921.

President: Fred W. Borton. *Station manager:* Fred Mizer. *Commercial manager, program director:* Norman MacKay. *Chief engineer:* Ralph Nulsen. *Artists bureau head:* Hazel McGuire. *Musical director:* Jack Thurston. *Publicity director:* Leslie Harris.

Rep: Furgason & Aston. *News:* UP. Transradio. *Seating facilities:* Studio, 50; municipal Bayfront park used for amateur night. *Merchandising:* Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings. *Foreign language programs:* Accept announcements on programs in Spanish if accompanied by English version simultaneously (this is mostly for transmission to Cuba). *Artists bureau:* None; can supply artists, however. *Stock:* Held closely by Miami Broadcasting Co., F. W. Borton, president, and W. W. Luce, vice-president. *Base rate:* $140.

Copy restrictions: Commercials cannot exceed three minutes in 15; beer and wines accepted; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast.

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine. *Power:* 100 watts on 1500 kc.

At press time this station had a construction permit only.

WDBO, ORLANDO

Operator: Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. *Phone:* 6181. *Power:* 1.000 watts on 580 kc. *Affiliation:* CBS. *Opened* May 10, 1924.

President: Colonel George C. Johnston. *Station and commercial manager:* Harold P. Danforth. *Program director:* E. M. Beckett. *Chief engineer:* J. E. Yarbrough. *Musical director:* W. G. McBride. *Publicity director:* L. Cushman.

Rep: Paul H. Raymer Co. *News service*



• JACKSONVILLE — One of the South's Richest Markets

How Are Your Sales In North Florida?

Per capita sales in this rich WJAX territory are double the average for other southeastern states. Spending power is higher. Living standards are better.

Jacksonville's prosperous trading territory should be one of your top southern markets in sales and profits . . . it is for WJAX advertisers.

Get your share of this above-average market. It lies wholly within the influence-sphere of WJAX. It has repeatedly shown its sales-responsiveness to adequate schedules over its favorite radio station.

NBC Outlet
900 Kilocycles

WJAX

5,000 Watts Days
1,000 Watts Nights

Jacksonville's Municipal Broadcasting Station

Representatives:
New York, Craig & Hollingberry — Southeast, Craig & Hollingberry, Jacksonville, Fla.

Transradio. *Seating facilities:* Studios and large reception room; capacities not listed. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Will accept, but requests are rare as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* $100.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval.

WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. *Phone:* 2159. *Power:* 1,000 and 500 watts on 1,340 kc. *Affiliation:* CBS. *Opened:* February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Henry G. Wells, Jr. *Commercial manager:* R. R. Powell. *Program and publicity director:* Russell Hirsch. *Chief engineer:* Beecher Hayford. *Musical director:* J. Shipleu.

Rep: John H. Perry Associates. *News:* Press Radio through CBS. *Seating facilities:* studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000. *Merchandising:* working agreement with taxi company, using tire covers for advertising programs; radio page for publicity and listings in Journal and News; letters to the trade; window displays. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* $75.

Copy restrictions: beer and wine accepted, but copy must not endeavor to spread further use of these products; no hard liquor; spot announcements limited to 100 words, chain breaks to 40 words.

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Properties, Inc., Fountain of Youth Park. *Phone:* 1400. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* February 11, 1937.

President: Walter B. Fraser. *Station manager:* R. M. Tigert. *Commercial manager, publicity director:* Dave K. Kelsey. *Program director:* Ethel Mulligan. *Chief engineer:* Bradley H. Overton.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered; rates vary according to amount of cooperation desired by ad-

florida west coast

for ~~tampa~~

coverage

5,000 w. day *1,000 w. nite*

620 kc.

st. petersburg

w s u n

h. meyer, mgr.



WIOD

KEEPS PACE WITH THE NATION'S
FASTEST-GROWING MARKET

Miami was THIRTEENTH, Miami Beach FOURTEENTH in building among U. S. Cities in 1936! In Greater Miami 1937 is a bigger year! Unsurpassed year around per capita purchasing power, and a huge wintertime PLUS value.

National Representatives:
CRAIG & HOLLINGBERY, Inc.

vertiser. *Foreign language programs:* No rules, as such programs have not been requested to date. *Artists bureau:* None. *Stock:* Principally held by Walter B. Fraser and Adelene Fraser. *Base rate:* $50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials.

WTAL, TALLAHASSEE

Operator: Florida Capitol Broadcasters, Inc. *Power:* 100 watts on 1310 kc. *Affiliation:* None. (Note: This station is affiliated with the Gilbert Freeman weeklies.)

Rep: None. *Base rate:* $58.

No other information available.

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. *Phone:* M-1818. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* CBS. *Opened:* May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

President: David E. Smiley. *Station and commercial manager:* L. S. Mitchell. *Program director:* Kenneth W. Skelton. *Chief engineer:* William Pharr Moore. *Musical director:* Eddie Ford. *Publicity director:* Virginia James.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* 40 persons. *Merchandising:* Dealer contacts by person or phone; placing of show case and window cards; promotional letters. *Foreign language programs:* Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy.

WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. *Phone:* Tampa: H 1357; Clearwater: 2753. *Power:* 5,000 and 1,000 watts on 620 kc (note: WSUN and WFLA use same transmitter). *Affiliation:* NBC Southeastern Group. *Opened:* November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. *Program director:* Mardi Liles. *Chief engineer:* Joe H. Mitchell. *Artists bureau head:* Paul Jones. *Musical director:* Frank Grasso. *Publicity director:* Tom Morton.

Rep: Norman Craig (New York); Furgason & Aston (Chicago, Detroit, Kansas City). *News:* Press-Radio. *Seating facilities:* About 100 persons. *Merchandising:* Reasonable service offered; cover Tampa, Clearwater, St. Petersburg, Plant City, Lakeland, Bradenton and Sarasota with surveys; contact trades people personally in proportion to size of account; mail contacts; letters. *Foreign language programs:* Not accepted generally. *Artists bureau:* Yes; have about a dozen artists under contract. *Base rate:* $120.

Copy restrictions: Accept alcoholic beverage advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times.

WSUN, TAMPA-ST. PETERSBURG

Operator: St. Petersburg Chamber of Commerce, Municipal Pier. *Phone:* 4747. *Power:* 5,000 and 1,000 watts on 620 kc. (shares transmitter and hours of operation with WFLA). *Affiliation:* NBC Southeastern Group. *Opened:* 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Harold H. Meyer, *Program director:* Bob Wilbur. *Engineers:* Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. *Artists bureau head:* B. Cunningham. *Musical director:* Maurice F. Hayes. *Publicity director:* H. Falconnier.

Rep: Transamerican Broadcasting and Television Corp. *News:* INS. *Seating facilities:* Studio seats 200, auditorium, 3,000 persons. *Merchandising:* Use street car cards; dealer contacts; general publicity; service is gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 35 artists. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste."

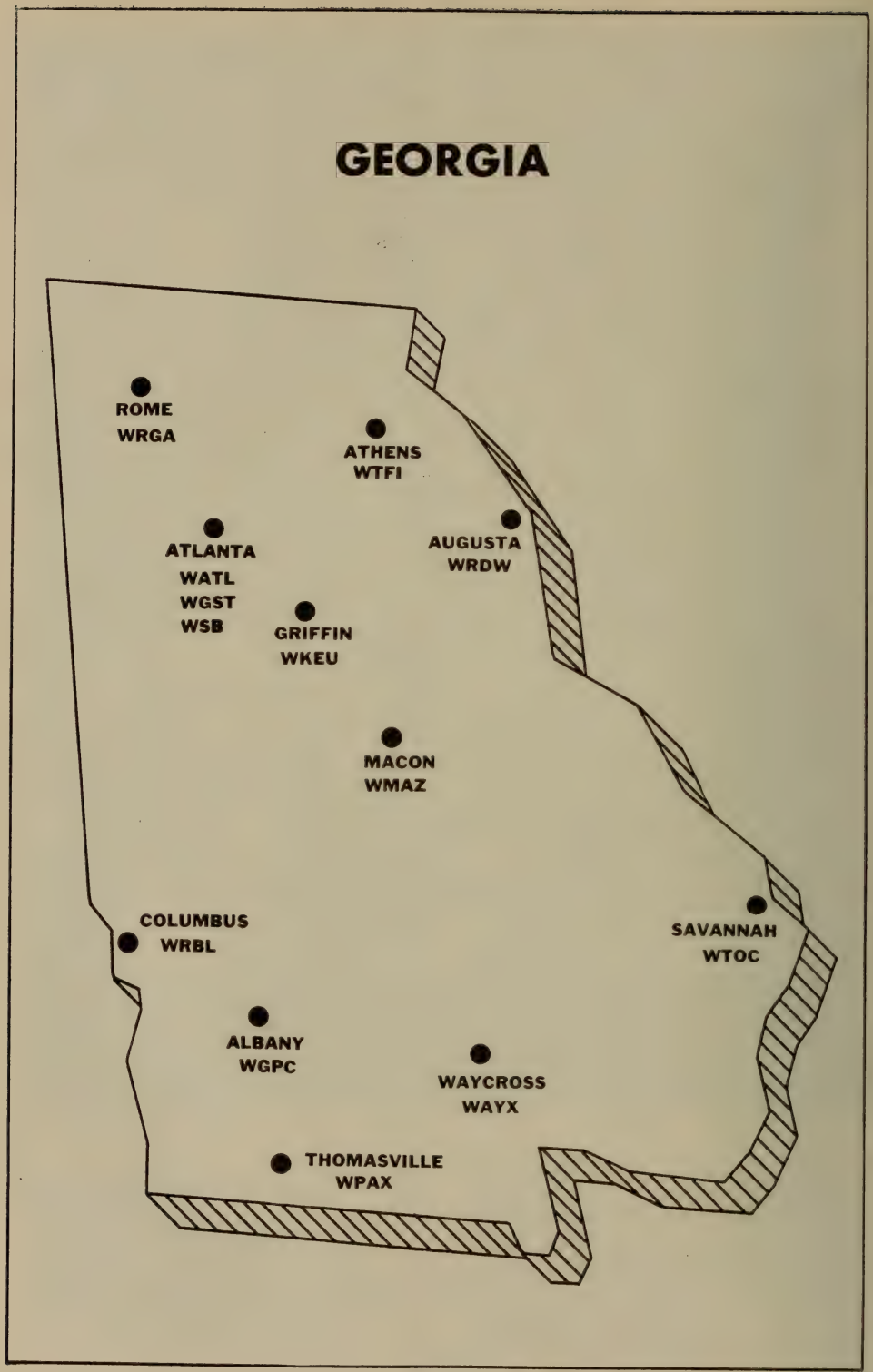
WJNO, WEST PALM BEACH

Operator: Hazelwood, Inc., P. O. Box 2016. *Phone:* 8233. *Power:* 100 watts on 1,200 kc. *Affiliation:* CBS. *Opened:* July 31, 1936.

President: John R. Beacham. *Station and commercial manager, program and publicity director:* George A. Hazelwood. *Chief engineer:* Russell Bennett.

Rep: none. *News:* Transradio. *Seating facilities:* 15 persons. *Merchandising:* none. *Foreign language programs:* no rules; never any request for same. *Artists bureau:* none. *Base rate:* $70.

Copy restrictions: beer, wine, and some patent medicines accepted; no liquor advertising; all copy subject to station approval and government regulations.


GEORGIA
ROME
WRGA
ATHENS
WTFI
ATLANTA
WATL
WGST
WSB
AUGUSTA
WRDW
GRIFFIN
WKEU
MACON
WMAZ
COLUMBUS
WRBL
SAVANNAH
WTOC
ALBANY
WGPC
WAYCROSS
WAYX
THOMASVILLE
WPAX

GEORGIA

(334,500 radio homes)

Radio Homes by Counties

Appling	1,100	Evans	600	Muscogee	12,700
Atkinson	500	Fannin	800	Newton	1,900
Bacon	600	Fayette	600	Oconee	400
Baker	500	Floyd	7,600	Oglethorpe	800
Baldwin	2,300	Forsyth	600	Paulding	800
Banks	500	Franklin	1,200	Peach	1,100
Barrow	1,100	Fulton	68,300	Pickens	800
Bartow	2,400	(Inc. Campbell and Milton)		Pierce	900
Ben Hill	1,500	Gilmer	400	Pike	700
Berrien	1,100	Glascock	300	Polk	2,800
Bibb	14,200	Glynn	2,800	Pulaski	800
Bleckley	800	Gordon	1,400	Putnam	700
Brantley	400	Grady	1,500	Quitman	200
Brooks	1,600	Greene	1,100	Rabun	500
Bryan	400	Gwinnett	2,300	Randolph	1,400
Bulloch	1,900	Habersham	1,200	Richmond	13,500
Burke	2,300	Hall	3,800	Rockdale	600
Butts	900	Hancock	900	Schley	400
Calhoun	900	Haralson	1,100	Screven	1,500
Camden	500	Harris	800	Seminole	500
Campbell (Inc. in Fulton)		Hart	1,200	Spalding	3,300
Candler	700	Heard	500	Stephens	1,200
Carroll	3,100	Henry	1,200	Stewart	900
Catoosa	600	Houston	900	Sumter	2,800
Charlton	400	Irwin	800	Talbot	600
Chatham	18,900	Jackson	1,700	Taliaferro	400
Chattahoochee	300	Jasper	700	Tattnall	900
Chattooga	1,600	Jeff Davis	700	Taylor	900
Cherokee	1,700	Jefferson	1,600	Telfair	1,400
Clarke	5,200	Jenkins	1,000	Terrell	1,500
Clay	500	Johnson	900	Thomas	3,500
Clayton	800	Jones	500	Tift	1,700
Clinch	600	Lamar	900	Toombs	1,600
Cobb	3,600	Lanier	300	Towns	200
Coffee	1,500	Laurens	3,000	Treutlen	600
Colquitt	3,100	Lee	500	Troup	5,300
Columbia	500	Liberty	500	Turner	900
Cook	1,000	Lincoln	500	Twiggs	500
Coweta	2,600	Long	300	Union	300
Crawford	400	Lowndes	3,800	Upson	2,300
Crisp	2,000	Lumpkin	400	Walker	2,300
Dade	200	McDuffie	900	Walton	1,800
Dawson	200	McIntosh	500	Ware	3,700
Decatur	2,000	Macon	1,300	Warren	800
De Kalb	9,400	Madison	1,100	Washington	2,100
Dodge	1,800	Marion	500	Wayne	1,100
Dooly	1,300	Meriwether	1,800	Webster	300
Dougherty	3,700	Miller	600	Wheeler	500
Douglas	900	Milton (Included in Fulton)		White	300
Early	1,200	Mitchell	1,700	Whitfield	2,600
Echols	200	Monroe	1,000	Wilcox	900
Effingham	700	Montgomery	700	Wilkes	1,300
Elbert	1,800	Morgan	1,100	Wilkinson	700
Emanuel	2,000	Murray	500	Worth	1,400

WGPC, ALBANY

Operator: Americus Broadcasting Corp., 125½ N. Jackson St. *Phone:* 165. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* July 1, 1934.

President: J. W. Woodruff. *Station manager, commercial manager, publicity director:* Hammond B. Smith. *Program director:* Leon Lloyd. *Chief engineer:* M. F. Adams, Jr. *Musical director:* Temperance Lear.

Rep: J. J. Devine & Associates. *News:*

RNA (Transradio). *Seating facilities:* Studio, 100 persons. *Merchandising:* Letters to trade, dealer contacts, etc. *Foreign language programs:* None accepted (population less than 1% foreign). *Artists bureau:* None. *Base rate:* $20 (½ hr.).

Copy restrictions: Adheres to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC.

WTFI (WAGA), ATHENS-ATLANTA

Operator: Liberty Broadcasting Co. *Power:* 500 watts on 1450 kc. *Affiliation:* NBC Blue.

Rep: Cox and Tanz. *Base rate:* $50 (½ hr.).

Copy restrictions: Beer accepted; no wine or hard liquors.

Station at press time was moving from Athens to Atlanta and changing call letters from WFTI to WAGA.

WATL, ATLANTA

Operator: The Atlanta Broadcasting Co., Henry Grady Bldg. *Phone:* Walnut 4377. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1931.

Owner: J. W. Woodruff. *Station manager:* Maurice C. Coleman. *Program director:* Earle J. Pudney. *Chief engineer:* James Comer. *Musical director:* Ken Keese.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* Carry on direct mail campaigns, blotters, brochures, etc. *Foreign language programs:* Accept programs or announcements, copy subject to usual scrutiny. *Artists bureau:* None. *Base rate:* $152.50.

Copy restrictions: All copy subject to acceptance by management; will not accept chiropractors; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc.

WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. *Phone:* Walnut 8441. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is owned, but not operated, by Georgia School of Technology).

President: Dr. M. L. Brittain. *Station manager:* W. H. Summerville. *Commercial manager:* Frank Gaither. *Program director:* John Fulton. *Chief engineer:* Ben Akerman. *Musical director:* Lola Allen Wallace. *Publicity director:* Dan Hornsby.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete service offered free of charge. *Foreign language programs:* No rules, as no requests have been received to date. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to approval of program department.

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. *Phones:* Hemlock 5200; Walnut 5050. *Power:* 50,000 watts on 740 kc. *Affiliation:* NBC Southcentral Group. *Opened:* March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

General and station manager: Lambdin Kay. *Advertising manager:* John M. Outler, Jr. *Program director:* Roy McMillan. *Chief engineer:* C. F. Daugherty. *Musical director:* Marcus Bartlett. *Publicity director:* Ernest Rogers.

Rep: Edward Petry & Co., Inc. *News:* AP. *Seating facilities:* Studio reception parlor, seating 200 persons; can use Biltmore Hotel auditoriums, seating 750. *Merchandising:* None offered free; will cooperate with advertisers on request. *Foreign language programs:* Will accept, but no demand in this territory. *Artists bureau:* None. *Base rate:* $240 (½ hr.).

Copy restrictions: Beer and patent medicines accepted at discretion of station; no wine or liquor advertising; reserves right to edit all commercial copy.

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Inc., 10th & Broad Sts. *Power:* 100 watts on 1500 kc. (has construction permit for 250 watts daytime, 100 watts nighttime.

Rep: J. J. Devine & Associates, Inc. *Base rate:* $40.

No other information available after repeated requests.

WRBL, COLUMBUS

Operator: WRBL Radio Station, Inc., Royal Theatre Bldg. *Phone:* 4300; 317; 571. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

Owner: J. W. Woodruff. *Station manager:* J. W. Woodruff, Jr. *Commercial manager:* T. Douglas Youngblood. *Program director:* Tom Jackson. *Chief engineer:* George Gautney. *Musical director:* Elizabeth Alford. *Publicity director:* Louise Smoke.

Rep: J. J. Devine and Associates. *News:* Transradio. *Seating facilities:* Reception room; capacity not listed. *Merchandising:* Maintain a limited service, which is

rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $114.40.

Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations.

WKEU, GRIFFIN

Operator: Radio Station WKEU, Griffin Hotel. *Phone:* 1137. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. *Commercial manager:* Joe Carter. *Program director:* Muriel Shackleford.

Rep: None. *News:* None. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $15.

Copy restrictions: No information given. Rate card contains standard clauses.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. *Phone:* 3131. *Power:* 1,000 watts on 1180 kc. *Affiliation:* CBS. *Opened:* October 30, 1922.

President, general and station manager: Edward K. Cargill. *Commercial manager:* Frank Crowther. *Program director:* Allie V. Williams. *Chief engineer:* George P. Rankin, Jr. *Publicity director:* Wilton E. Cobb.

Rep: None. *News:* AP. *Seating facilities:* Use Municipal Auditorium, seating 4,000, when necessary. *Merchandising:* Contact local dealers at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. *Base rate:* $80.

Copy restrictions: Beer and wine accepted without restrictions; no hard liquor; 100-word announcements made only on participating programs.

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. *Phone:* 1995. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 5, 1930.

President: John W. Quarles. *Station manager, commercial manager:* J. (Happy) Quarles. *Program director, publicity director:* Jimmy Kirby. *Chief engineer:* Frank Murphree.

Rep: J. J. Devine & Associates. *News:* Local. *Merchandising:* None. *Foreign language programs:* Not accepted; percentage of foreign population too small. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Whiskey not accepted; beer and wine okay.

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., DeSoto Hotel. *Phone:* 2-0127. *Power:* 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* October, 1929.

President: Dr. William T. Knight, Jr. *Commercial manager:* H. Wimpy. *Program and promotion director:* Dwight J. Bruce. *Chief engineer:* L. L. Meador. *Studio and merchandising director:* William B. Smart.

Rep: Paul Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; a full page is regularly available in the Microphone, radio weekly with which the station is affiliated, for schedules and general publicity. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* $100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

WPAX, THOMASVILLE

Operator: Wimpy Radio, 117 Remington Avenue. *Power:* 250 watts on 1210 kc.

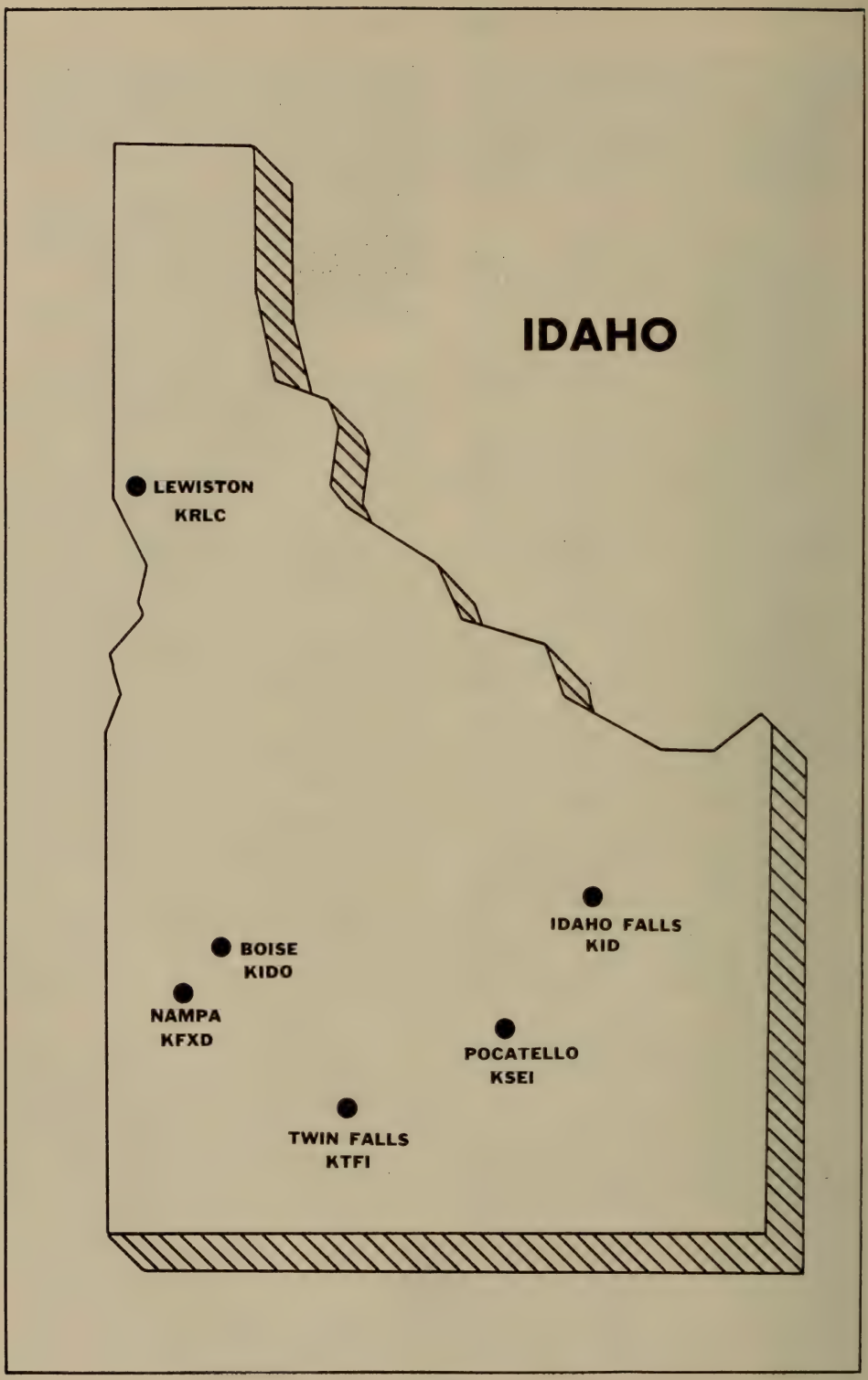
Rep: Cox & Tanz. *Base rate:* $45.

No other information available after repeated requests.

WAYX, WAYCROSS

Operators: E. F. Sapp and S. F. Sapp, doing business as Waycross Broadcasting Co. *Power:* 100 watts on 1200 kc (have construction permit for 250 watts until local sunset). *Affiliation:* None.

No other information available.


IDAHO
LEWISTON
KRLC
IDAHO FALLS
KID
BOISE
KIDO
NAMPA
KFXD
POCATELLO
KSEI
TWIN FALLS
KTFI

IDAHO

(75,800 radio homes)

Radio Homes by Counties

Ada	8,900	Cassia	2,100	Lewis	900
Adams	400	Clark	120	Lincoln	500
Bannock	6,200	Clearwater	900	Madison	1,300
Bear Lake	1,200	Custer	440	Minidoka	1,200
Benewah	800	Elmore	900	Nez Perce	4,400
Bingham	2,400	Franklin	1,300	Oneida	700
Blaine	600	Fremont	1,200	Owyhee	300
Boise	200	Gem	1,000	Payette	1,400
Bonner	1,700	Gooding	1,000	Power	600
Bonneville	3,400	Idaho	1,600	Shoshone	3,500
Boundary	700	Jefferson	900	Teton	400
Butte	220	Jerome	1,100	Twin Falls	6,300
Camas	210	Kootenai	2,600	Valley	600
Canyon	5,400	Latah	3,600	Washington	1,500
Caribou	400	Lemhi	700	Yellowstone Nat. P'k	10

KIDO, BOISE

Operator: C. G. Phillips and Frank L. Hill, Hotel Boise. *Phone:* 660. *Power:* 2,500 and 1,000 watts on 1350 kc. *Affiliation:* NBC North Mountain Optional Group. *Opened:* Nov. 5, 1928.

Manager: C. G. Phillips. *Commercial manager:* Bonnie Scotland. *Program director:* W. T. Phillips. *Chief engineers:* Harold Toedtemeier, Lloyd Ames. *Artists bureau head:* Vern Moore. *Musical director:* Court Lytton. *Publicity director:* A. F. Riddle.

Rep: Sears and Ayer. *News:* UP. *Seating facilities:* About 300 persons. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate:* $120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted.

KID, IDAHO FALLS

Operator: KID Broadcasting Co. *Power:* 1,000 and 500 watts on 1320 kc. *Affiliation:* None.

President: Jack W. Duckworth.

Base rate: $65.

No other information available after repeated requests.

KRLC, LEWISTON

Operator: H. E. Studebaker. *Power:* 100 watts on 1420 kc (has construction permit for 250 watts on 1390 kc). *Affiliation:* None.

Base rate: $40.

No other information available after repeated requests.

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. *Phone:* 1200. *Power:* 250 watts on 1200 kc. *Affiliation:* None. *Opened:* October, 1924.

Station manager: Frank E. Hurt. *Commercial manager:* Doyle Cain. *Program and musical director:* Maxine Hurt. *Chief engineer:* Eddie Hurt.

Rep: None. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Services of contact man within a radius of 70 miles of station. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* $7.50 (quarter-hour).

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to manager's approval.

KSEI, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. *Phone:* 960. *Power:* 1,000 and 250 watts on 900 kc. *Affiliation:* None. *Opened:* August, 1926.

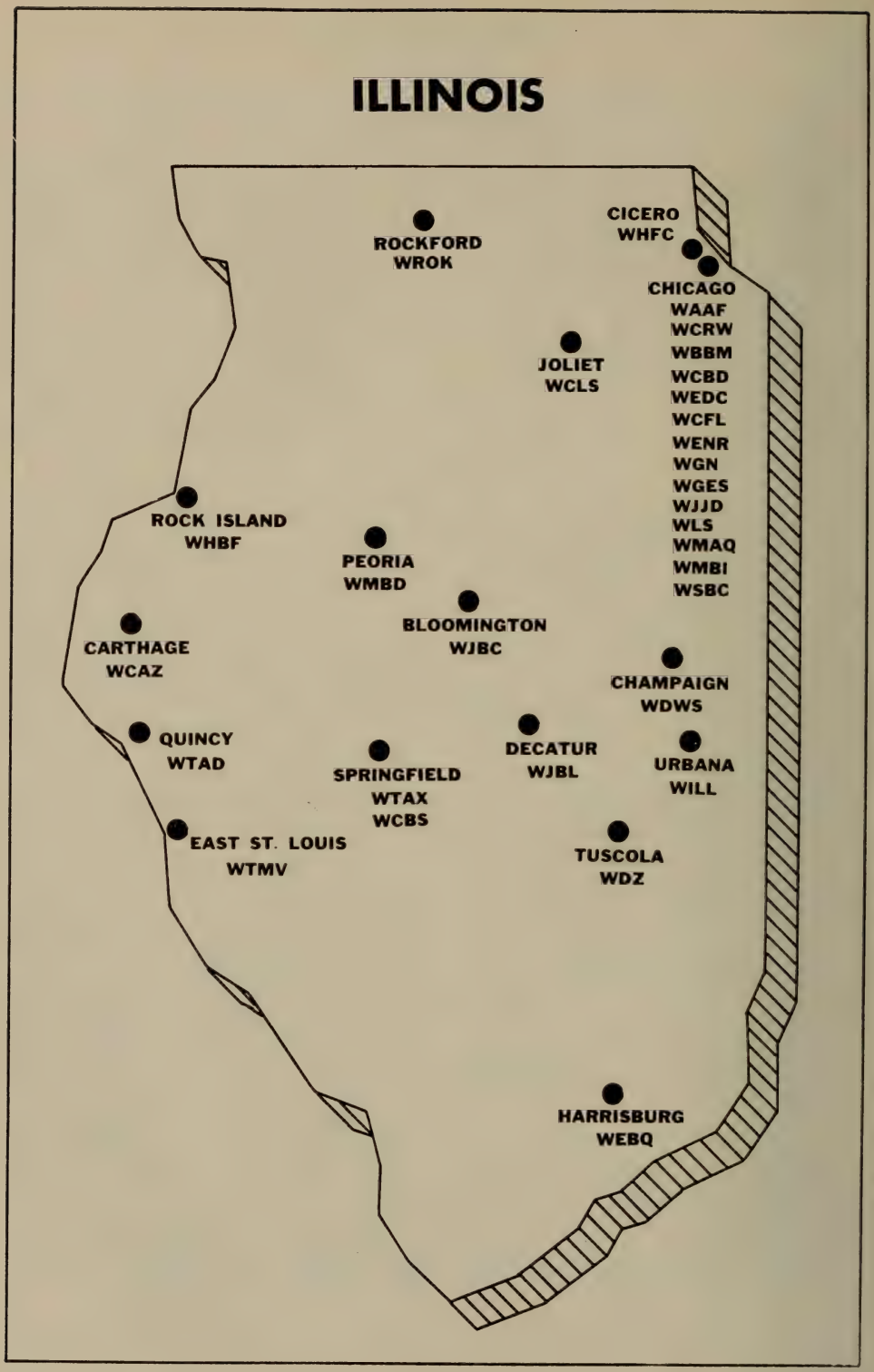
General, station and commercial manager: Henry H. Fletcher. *Program director:* Ruthe A. Fletcher. *Chief engineer:* James E. Mitchell. *Artists bureau head:* Calvin L. Hale. *Musical director:* Robert E. Lee. *Publicity director:* Julian H. Boone.

Rep: None. *News:* UP; INS; Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about 35 artists. *Base rate:* $60.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must conform to station standards and NAB Code of Ethics.

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center. *Phone:* 30. *Power:* 1,000


ILLINOIS
ROCKFORD
WROK
CICERO
WHFC
CHICAGO
WAAF
WCRW
WBBM
WCBD
WEDC
WCFL
WENR
WGN
WGES
WJJD
WLS
WMAQ
WMBI
WSBC
JOLIET
WCLS
ROCK ISLAND
WHBF
PEORIA
WMBD
BLOOMINGTON
WJBC
CARTHAGE
WCAZ
CHAMPAIGN
WDWS
QUINCY
WTAD
SPRINGFIELD
WTAX
WCBS
DECATUR
WJBL
URBANA
WILL
EAST ST. LOUIS
WTMV
TUSCOLA
WDZ
HARRISBURG
WEBQ

watts on 1240 kc. (will go to 5,000 watts in fall). *Affiliation:* None. *Opened:* October, 1928.

General and station manager, chief engineer: S. M. Soule. *Commercial manager:* J. E. Gardner. *Program and publicity director:* F. M. Soule. *Artists bureau head:* W. E. Wright. *Musical director:* J. W. Spracher.

Rep: None. *News:* Transradio. *Seating facilities:* Yes; numbers not listed. *Merchandising:* Through Radio Merchandising Service. *Foreign language programs:* Limited acceptance. *Artists bureau:* Setup nominal only. *Base rate:* $48.

Copy rules: Accept beer; limited acceptance of wine and hard liquor; all copy subject to station approval.

ILLINOIS

(1,674,300 radio homes)

Radio Homes by Counties

Adams	15,000	Hardin	700	Morgan	8,000
Alexander	4,100	Henderson	1,200	Moultrie	2,200
Bond	2,900	Henry	11,100	Ogle	6,400
Boone	3,800	Iroquois	6,300	Peoria	32,300
Brown	1,700	Jackson	6,200	Perry	4,000
Bureau	7,100	Jasper	1,800	Piatt	2,700
Calhoun	1,000	Jefferson	4,800	Pike	3,800
Carroll	4,600	Jersey	2,300	Pope	1,000
Cass	3,400	Jo Daviess	4,200	Pulaski	1,800
Champaign	15,200	Johnson	1,100	Putnam	900
Christian	7,500	Kane	29,700	Randolph	5,200
Clark	3,500	Kankakee	10,600	Richland	3,200
Clay	3,000	Kendall	1,900	Rock Island	21,700
Clinton	3,300	Knox	13,900	St. Clair	32,300
Coles	8,000	Lake	24,300	Saline	5,700
Cook	908,300	La Salle	22,500	Sangamon	26,300
Crawford	4,600	Lawrence	4,000	Schuyler	2,000
Cumberland	1,300	Lee	7,400	Scott	1,500
De Kalb	8,700	Livingston	8,100	Shelby	5,100
De Witt	3,500	Logan	6,000	Stark	2,000
Douglas	3,400	McDonough	7,200	Stephenson	10,500
Du Page	22,200	McHenry	8,500	Tazewell	8,800
Edgar	4,700	McLean	18,900	Union	3,100
Edwards	1,400	Macon	20,200	Vermilion	18,100
Effingham	4,500	Macoupin	8,000	Wabash	2,500
Fayette	3,600	Madison	28,100	Warren	5,300
Ford	3,500	Marion	7,800	Washington	3,300
Franklin	8,100	Marshall	2,600	Wayne	2,800
Fulton	9,000	Mason	3,800	White	3,300
Gallatin	1,400	Massac	2,000	Whiteside	9,500
Greene	3,400	Menard	1,900	Will	21,900
Grundy	3,800	Mercer	4,000	Williamson	7,500
Hamilton	1,800	Monroe	2,900	Winnebago	27,900
Hancock	5,300	Montgomery	6,700	Woodford	4,400

WJBC, BLOOMINGTON

Operator: Kaskaskia Broadcasting Company, Bloomington. *Phone:* 535. *Power:* 250 and 100 watts on 1200 kc (divides time with WJBL). *Affiliation:* None. *Opened:* September, 1934.

Station head and manager: A. M. McGregor. *Commercial manager, publicity director:* Hugh L. Gately. *Program director:* Harold Livingston. *Chief engineer:* Marshall Seacrist. *Musical director:* Riley Jackson.

Rep: Sears & Ayer. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* All programs with a contest or premium angle are handled without cost through Contest Editor, who answers all fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot an-

• WOMEN IN THE HEADLINES • RADIO GOSSIP CLUB • EVERY WOMAN • VOICE OF CARELESSNESS •

THE NUTTY CLUB • MAJOR McGONIGLE'S OLD-TIME STOCK COMPANY • MAN ON THE STREET • POETIC MELODIES • NEWS WITH MUSIC • SPORTS HUDDLE

MEET THE MISSUS • MANHATTAN MOTHER • ONE QUARTER-HOUR OF ROMANCE • FLANAGRAMS • DUGOUT DOPE • THE TENTH INNING • POT-POURRI



JUST IMAGINE an advertiser wanted to use a radio program ... in Chicago (many of them do).

And just imagine he wanted his program to be different ... and better. Over a station that is different ... and better (that's a state of mind we run into frequently).

Then he'd use WBBM, 50,000 watts, owned and operated by the Columbia Broadcasting System.

For WBBM's success in building programs — programs that entertain and programs that sell —has been one factor in making WBBM Chicago's *number one* station ... both with audience and with advertisers.

Chicago advertisers have been quick to sense the advantage of having their programs built by *specialists;* by those same specialists who build programs for the Columbia Broadcasting System, world's largest network.

That these specialists *can* and *do* build *superior* programs has been proved, time and again. For one thing, WBBM produces not only more local shows but more different *kinds* of shows than any other major Chicago station. For another, these shows and the way they were produced won for WBBM VARIETY's 1936 Showmanship award.

In Chicago it's WBBM—for audience, for prestige, and for showmanship that sells.

50,000 WATTS **WBBM** CHICAGO

Represented for all national spot business by Radio Sales, a division of The Columbia Broadcasting System: New York, Chicago, Detroit, Los Angeles, San Francisco

• SUNDAY NIGHT PARTY • PIANO FROM WAREHOUSE 39 • SING AND SWING • CAMEOS •

nouncements to 100 words; all copy checked for conformity to accepted standards of good taste.

WCAZ, CARTHAGE

Operator: Superior Broadcasting Service, Inc. *Power:* 100 watts on 1070 kc. (daytime). *Affiliation:* None.

Base rate: $45.

No other information available after repeated requests.

WDSW, CHAMPAIGN

Operator: Champaign News Gazette, 48 Main St. *Phone:* 5252. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette).

Station manager, commercial manager: L. G. Collison. *Program director, artists bureau head, publicity director:* Paul L. Fahnestock. *Chief engineer:* Jack Wainscott. *Musical director:* Ken Rice.

Rep: None. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup nominal only. *Base rate:* $70.

Copy restrictions: No beer, wine, alcoholic beverage or patent medicine advertising accepted.

WAAF, CHICAGO

Operator: Drovers Journal Publishing Co., Palmer House. *Phone:* Randolph 1932. *Power:* 1,000 watts on 920 kc (operates daytime only). *Affiliation:* None. *Opened:* May, 1932. (Note: This station is owned by the Chicago Daily Drovers Journal).

President: Ward A. Neff. *Station manager:* W. E. Hutchinson. *Commercial manager:* Arthur Harre. *Program director:* John Odell. *Chief engineer:* Carl W. Ulrich. *Production:* Merwyn Love. *Musical director:* James Kozak. *Continuity and publicity:* Virgil Irvin.

Rep: Craig & Hollingbery. *News:* Drovers Journal. *Seating facilities:* None. *Merchandising:* Publicity; window displays, etc., gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* $172.50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship.

WBBM, CHICAGO

Operator: Columbia Broadcasting System, Inc., 410 N. Michigan Ave. *Phone:* Whitehall 6000. *Power:* 50,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1923.

Vice-president and manager: H. Leslie Atlass. *Assistant manager:* J. L. Van Volkenburg. *Commercial manager:* Harry Mason Smith. *Program director, artists bureau head:* Bobby Brown. *Chief engineer:* Frank B. Falknor. *Musical director:* Carlton Kelsey. *Publicity director:* Hal Burnett.

Rep: Radio Sales, Inc. *News:* UP; INS; Universal. *Seating facilities:* WBBM Air Theatre, seating 300 persons; occasionally use Goodman Theatre, Civic Theatre, Medinah Club. *Merchandising:* Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* $750.

Copy restrictions: See CBS program policies.

WCBD, CHICAGO

Operator: WCBD, Inc., 2400 West Madison St. *Phone:* Seeley 8066. *Power:* 5,000 watts on 1080 kc (divides time with WMBI). *Affiliation:* None. (Note: WCBD, WGES and WSBC, all Chicago, are under the same ownership).

President: Gene T. Dyer. *Station manager, commercial manager, musical director:* Joseph Rudolph. *Program director:* Edwin Roberts. *Chief engineer:* Edward W. Jacker. *Artists bureau head:* Minerva Clemens. *Publicity director:* Edward Gorsegner.

Rep: None. *News:* No service; Chicago Herald & Examiner supplies. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted; all copy must be submitted in advance in native tongue and English. *Artists bureau:* Director is listed; no formal setup as such, however. *Base rate:* $130.

Copy restrictions: All alcoholic beverages accepted; medical accounts must have approval of Food and Drugs administration as to product and copy.

WCFL, CHICAGO

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. *Phone:* Superior 5300. *Power:* 5,000 watts on 970 kc (shares time with WENR). *Affiliation:* NBC Basic Blue (through WENR). *Opened:* June, 1926.

General manager: Maynard Marquardt. *Commercial manager:* C. P. McAssey.

Rep: J. Ralph Corbett, Inc. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No



A typical audience in W-G-N's public broadcast studio on Michigan Avenue in Chicago

SINCE 1925 W-G-N has consistently led the field in radio; pioneering more programs and broadcasting ideas than any other station in the country. Its facilities are unequalled, its service unsurpassed and its listening audience is the largest of any station in the middle west. W-G-N has been tested by thousands of advertisers and has always produced.

EASTERN SALES OFFICE
William A. McGuineas
220 East 42nd Street
New York City

W-G-N, Inc.
441-445 North Michigan Avenue
Chicago, Ill.

PACIFIC COAST OFFICE
Edward S. Townsend
Russ Building
San Francisco, Cal.

Member—The Mutual Broadcasting System

information given. *Artists bureau:* None. *Base rate:* $250.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. *Phone:* DIVersey 4440. *Power:* 100 watts on 1210 kc (divides time with WSBC and WEDC). *Affiliation:* None. *Opened:* July, 1926.

Owner, station head: Clinton R. White. *Rep; news; merchandising; seating facilities; foreign language programs; artists bureau:* None. *Base rate:* $20 (15 minutes, seven time rate).

Copy restrictions: Do not accept beer, wine, whiskey, or patent medicine advertising; no fortune tellers, lotteries, etc.

WEDC, CHICAGO

Operator: Emil Denemark, Inc. *Power:* 100 watts on 1210 kc (operates specified hours, dividing time with WCRW and WSBC). *Affiliation:* None.

No other information available after several requests.

WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 870 kc. (WENR divides time with, and uses the same transmitter as WLS, Chicago). *Affiliation:* NBC Basic Blue. *Opened:* March 19, 1925.

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

Rep: National Broadcasting Co. *News:* Press-Radio. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying costs, including stationery costs. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; has complete roster of talent. *Base rate:* $720.

Copy restrictions; Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago.

WGES, CHICAGO

Operator: Oak Leaves Broadcasting, Inc., 128 N. Pulaski Road. *Phone:* Van Buren 6201. *Power:* 500 watts weekdays, 1,000 Sundays, on 1360 kc (divides time with WSBT). *Affiliation:* None. *Opened:* Oct. 10, 1923.

General, station and commercial manager: Gene T. Dyer. *Program director:* Edward Allen. *Chief Engineer:* Joseph Brubaker. *Artists bureau head:* Minerva Clemens. *Musical director:* John Van. *Publicity director:* K. M. Parker.

Rep: None. *News:* None. *Seating facilities:* Visitors' gallery seating 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; copy must be submitted, with translation, in advance. *Artists bureau:* Set-up nominal only. *Base rate:* $110.

Copy restrictions: Beer, wine and liquor accepted, but copy must promote trade names, not consumption of beverages; all medicinal accounts, products and copy must be approved by Food & Drug Administration.

WGN, CHICAGO

Operator: WGN, Inc., 441 No. Michigan. *Phone:* Superior 0100. *Power:* 50,000 watts on 720 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* June 1, 1924.

Managing director: W. E. Macfarlane. *Station manager, program director:* Quin A. Ryan. *Commercial manager:* E. W. Wood, Jr. *Chief engineer:* C. J. Meyers. *Musical directors:* Harold Stokes; Henry Weber. *Publicity director:* F. P. Schreiber.

Rep: Maintains own offices in New York; Edward S. Townsend (Coast). *News:* Press Radio. *Seating facilities:* Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. *Merchandising:* None. *Foreign language programs:* None accepted; also no announcements. *Artists bureau:* None. *Base rate:* $750.

Copy restrictions: No laxatives, depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drugs Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter.

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. *Phone:* 9191. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* None. *Opened:* Aug. 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

President, commercial manager: Ralph L. Atlass. *Station manager:* E. S. Mittendorf. *Program director:* Ned L. Reglein.

Thank You—
VARIETY

NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citation

for

Sports Station

1936 AWARD

to

Station WIND

Gary

W-I-N-D carries on with a sports schedule more complete, more entertaining, and more popular than ever before.

FOR SPORTS IT'S

W-I-N-D

"The Tip-Top Spot on Your Dial"

National Sales Offices: 201 N. Wells St., Chicago

National Representatives: Weed & Company

WJJD

The Station all Chicagoland is talking about!



Five Full Color Pages

Chicago Tribune	813,027
Daily News	426,134
Evening American	418,957
Daily Times	337,838
Herald Examiner	335,352
Total	2,331,308

people had the details of one **WJJD** feature in one day.

In Addition

Chicagoans see **WJJD** everywhere they turn . . . car cards . . . 204 "L" station posters . . . full showing 24 sheet billboards . . . seven electric spectaculars . . . 8,000 window displays . . . 625,000 handbills distributed with sample of sponsor's product attached.

OVER SIX MILLION PEOPLE

Had this sensational story placed before them in one day. The greatest publicity program ever placed behind a broadcasting schedule. Developing a definite ***WJJD consciousness*** in America's No. 2 market. Look at our rates—consider our potentialities—then buy the largest audience per dollar spent in the Chicago market.

Chicago's Largest Independent Station **WJJD** 201 N. Wells Street Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Chief engineer: Kenneth C. Shirk. *Artists bureau head:* C. Phillip Hughes. *Musical director:* Boyd Gaugh. *Publicity director:* Al Hollender.

Rep: Weed & Co. *News:* INS. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. *Artists bureau:* Nominally maintained. *Stock:* 899 shares outstanding, owned by Public Service Broadcasting Corp. *Base rate:* $175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower.

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. *Phone:* State 5466. *Power:* 20,000 watts on 1130 kc. (operates to sunset in Salt Lake City). *Affiliation:* None. *Opened:* 1923. (Note: WJJD and WIND, Gary, are under the same ownership.)

President: Ralph L. Atlass. *Sales manager:* Herbert P. Sherman. *Program director:* J. L. Allabough. *Chief engineer:* R. Schroeder (studio); W. J. Gunther (transmitter). *Musical director:* Ben Kanter. *Publicity director:* Al Hollender.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio, 250 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Privately held by Public Service Broadcasting Co.; there are 15,900 shares. *Base rate:* $220.

Copy restrictions: Beer, wine, alcoholic beverages okay; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality.

WLS, CHICAGO

Operator: Agricultural Broadcasting Company, 1230 Washington Blvd. *Phone:* Haymarket 7500. *Power:* 50,000 watts on 870 kc. (divides time with WENR). *Affilation:* NBC Basic Blue Network. *Opened:* April 12, 1924. (Note: Owned by the Prairie Farmer, a weekly).

President: Burridge D. Butler. *Station manager:* Glenn Snyder. *Commercial manager:* William R. Cline. *Program director:* Harold Safford. *Chief engineer:* Thomas L. Rowe. *Artists bureau head:* Earl Kurtze. *Publicity director:* Virginia Seeds.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio seating 50 persons, no admission; use local theatre, seating 1,200, every Saturday night, admission 75c. *Merchandising:* Cooperate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; handles bookings of all WLS acts. *Base rate:* $750.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations.

WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 670 kc. *Affiliation:* NBC Basic Red. *Opened:* March, 1922.

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

Rep: National Broadcasting Co. *News:* Press-Radio; UP. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* $720.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; beer is accepted; no other alcoholic beverages; for other regulations see NBC Program Policies.

WMBI, CHICAGO

Operator: Moody Bible Institute, 153 Institute Place. *Power:* 5,000 watts on 1080 kc (shares time with WCBD). *Opened:* 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 Madison St. *Phone:* Seeley 2255. *Power:* 250 and 100

watts on 1210 kc. (divides time with WEDC and WCRW). *Affiliation:* None. *Opened:* 1924. (Note: WSBC, WGES and WCBD, all Chicago, are under the same ownership.)

President and manager: Gene T. Dyer. *Commercial manager:* Frank A. Stanford. *Chief engineer:* Caleb C. Frisk.

Rep: None. *News:* None. *Seating facilities:* About 200 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Principally held by Gene T. Dyer and Evelyn Dyer. *Base rate:* $100.

Copy restrictions: Accept beer, wines, liquors; copy rules must conform to Better Business Bureau practices; food and drugs accepted if conforming to Dept. of Agriculture regulations.

WHFC, CICERO

Operator: WHFC, Inc. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None.

Rep: None. *Base rate:* $80

No other information available after repeated requests.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc. *Power:* 100 watts on 1200 kc (operates specified hours, sharing time with WJBC). *Affiliation:* None.

Base rate: $60.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. *Phone:* 28. *Power:* 250 and 100 watts on 1210 kc (divides time with KFVS). *Affiliation:* None. *Opened:* September, 1923.

Station manager: Inglis M. Taylor. *Program director:* Virginia Crane. *Chief engineer:* Joseph R. Tate. *Artists bureau head:* Eddie Wise.

Rep: None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Yes; lists about 20 announcers, orchestras, string bands, individual artists, and groups. *Stock:* Held by First Trust Association (First Trust & Savings Bank). *Base rate:* $40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to state and federal laws, and approval of the management.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet National Bank Bldg. *Phone:* 5656. *Power:* 100 watts on 1310 kc. (unlimited daytime; specified hours nighttime). *Affiliation:* None. *Opened:* May 1, 1931.

Owner: R. W. Hoffman. *Station manager:* M. E. Clifford. *Commercial manager:* Ray Fay. *Program director:* Frank Thomas. *Chief engineer:* E. Hayes. *Artists bureau head:* Mike Faletti. *Musical director:* Will Morrall. *Publicity director:* Winifred O'Connor.

Rep: None. *News:* Transradio. *Seating facilities:* For about 75 persons. *Merchandising:* None, except when a national advertiser ties up with local merchants. *Foreign language programs:* Not accepted currently; plan to do so soon. *Artists bureau:* setup nominal only. *Base rate:* $60.

Copy restrictions: Beer and wine advertising accepted, providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau.

WMBD, PEORIA

Operator: Peoria Broadcasting Co., 200 Alliance Life Bldg. *Phone:* 7133. *Power:* 1,000 and 500 watts, on 1440 kc. *Affiliation:* CBS. *Opened:* 1927 (to present management, July 1, 1931). (Note: Will go to 5,000 and 1,000 watts in fall.)

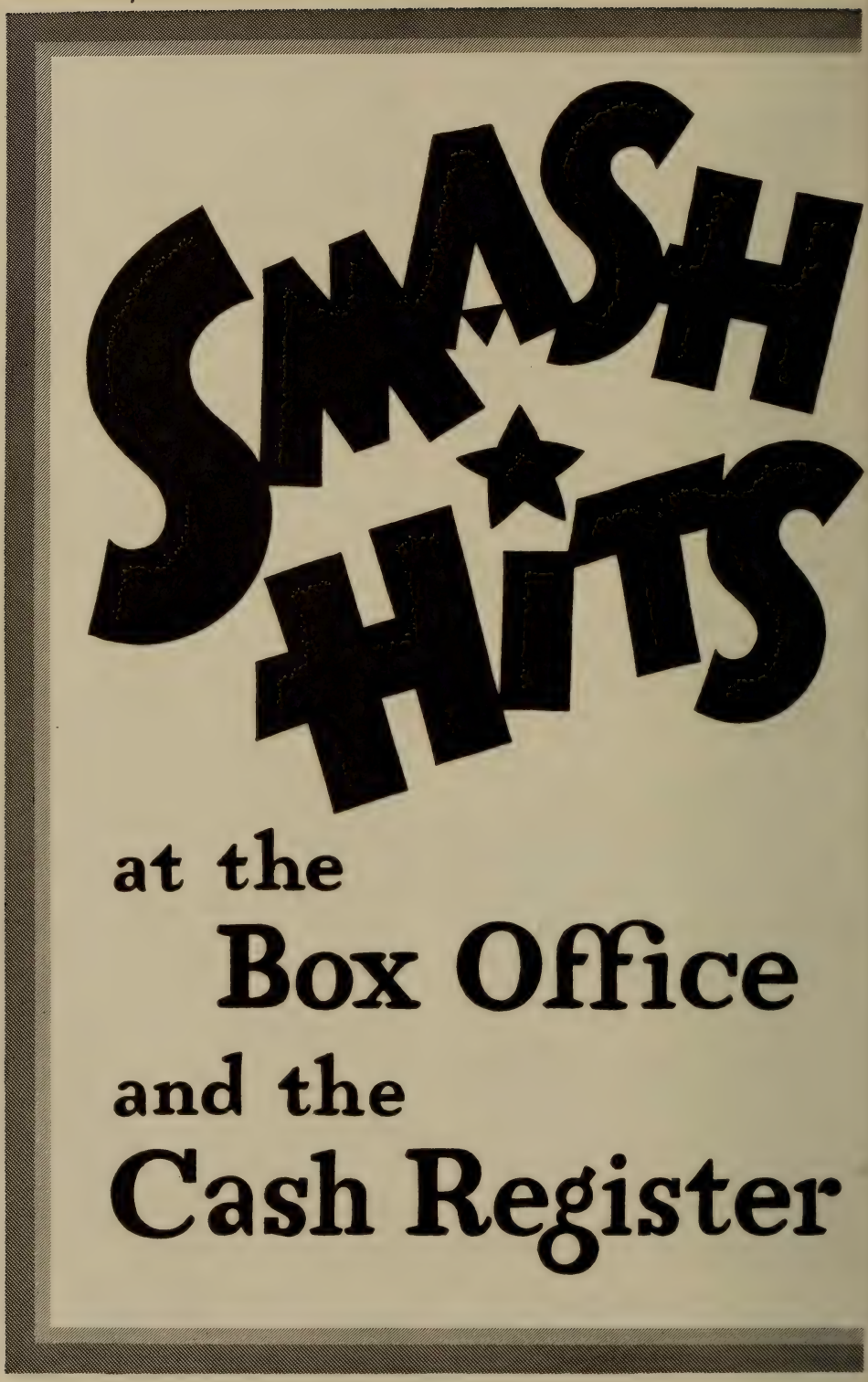
President, station manager: Edgar L. Bill. *Commercial manager:* Charles Caley. *Assistant manager:* Gomer Bath. *Program director:* Harold Bean. *Chief engineer:* Ted Giles. *Artists bureau head:* Milton Budd. *Musical director:* Jack Lyons. *Publicity director:* Brooks Watson.

Rep: Free, Johns and Field, Inc. *News:* UP; local. *Seating facilities:* Studio, 150 persons. *Merchandising:* Members of sales staff cooperate in creating and executing plans for advertisers. *Foreign language programs:* Never requested to date. *Artists bureau:* Setup nominal only. *Base rate:* $85.

Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus.

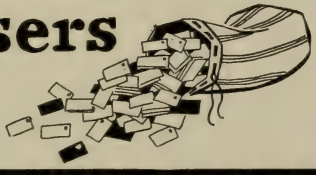
WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W.C.U. Bldg. *Phone:* Main 364. *Power:* 1,000 watts on 900 kc. (daytime). *Affilia-*


SMASH HITS
at the
Box Office
and the
Cash Register

WLS talent  has broken box office records 

in personal appearances throughout the mid-west 

The same showmanship breaks cash  register records for WLS advertisers 

WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President · · GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY does it too --- at Phoenix!

tion: None. *Opened:* December, 1926.

President: W. E. Lancaster. *Station manager:* R. H. Malcomson. *Program director:* Helen Lochrie. *Chief engineer:* Elmer Eimann.

Rep: None. *News:* UP. *Seating facilities:* Auditorium, seating 200 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $85 (one hour, 13 times).

Copy restrictions: None listed other than those of the FTC and FCC.

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. *Phone:* Main 5632. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* November, 1924. (Note: this station is affiliated with, but not predominantly owned by, the Morning Star and Register Republic.)

President and general manager: Lloyd C. Thomas. *Commercial manager:* Walter Koessler. *Program director, musical director:* John McCloy. *Chief engineer:* Thomas C. Cameron. *Artists bureau head:* Ralph Brownzel. *Assistant artists bureau head:* Jack Dresdner. *Publicity director:* Norman H. Brinsley.

Rep: Kelly-Smith Co. *News:* AP, UP, INS. *Seating facilities:* Studio, 75; also from remotes on occasion. *Merchandising:* Contact dealers; publicize program and product. *Foreign language programs:* Accepted; Swedish, Swiss, German, Italian. *Artists bureau:* Yes; has complete roster of 30 or more artists. *Base rate:* $85.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager.

WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg. (Rock Island); also 5th Avenue Bldg., Moline; also Black Hawk Hotel, Davenport (Ia.). *Phones:* Rock Island 918; Moline 611; Davenport 3-2179. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Nov. 23, 1932. (Note: station first began operating under management of W. H. Beardsley in February, 1927, being taken over in 1932 by the John W. Potter Publishing Co.; it is a newspaper-owned station—Rock Island Argus.)

Owner, station manager: J. W. Potter. *National sales manager:* Clair Heyer. *Commercial manager:* Maurice Corken. *Program director:* Ivan Streed. *Chief engineer:* J. E. Gray. *Artists bureau head:* Lois McDermand. *Musical director:* Lucia Thompson. *Traffic director:* Margaret Schmacht.

Rep: Weed & Co. *News:* UP. *Seating facilities:* Three studios; also Fort Armstrong Hotel ballroom, capacity 500. *Merchandising:* Complete service; contact jobbers and dealers, furnish lists of retail outlets, check results, and assist in other ways; staff of trained girl checkers makes calls anent display of merchandise, reception of program, etc. *Foreign language programs:* Mainly Swedish and German; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. *Artists bureau:* Yes; maintains roster of about 40 artists. *Stock:* 3,200 shares of common, 50 shares preferred, all privately held by station people—Marguerite F. Potter, John W. Potter and Ben H. Potter; same stockholders own Rock Island Argus. *Base rate:* $90.

Copy restrictions: Wines, liquors, beverages of high alcoholic content not accepted; beer taken if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject frowned on by the FCC.

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 208½ S. Fifth St. *Phone:* Main 260. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October, 1926. (Note: WCBS began as a portable station in 1926, on 1210 kc.; in 1935 the frequency was changed and operation put on a daily 15-hour period; the station rebroadcasts programs from WLS, Chicago, and WSM, Nashville; it is affiliated with the Illinois State Register, though there is no cross stock ownership listed.)

President: Harold L. Dewing. *Commercial manager:* C. L. Jefry. *Program director:* John J. Corrigan. *Chief engineer:* Minor Wilson. *Artists bureau head, musical director:* Mr. Wagner.

Rep: Sears and Ayer. *News:* UP. *Seating facilities:* None listed. *Merchandising:* Cooperative venture arranged with the Illinois State Register; displays; handbills. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup supplies talent, but has not a roster of artists directly under contract. *Base rate:* $60.

Copy restrictions: No set rules whatsoever.

WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. *Phone:* Main 1600. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1930.

President, station and commercial man-

ager: Jay A. Johnson. *Program director:* Lovina Jones. *Chief engineer:* Edward Ring.

Rep: Wilson-Robertson, New York; H. K. Conover Co., Chicago. *News:* INS. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $90.

Copy restrictions: Accept beer and wine anytime; hard liquor after 9 p.m., and copy must be institutional; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Store Bldg. *Phone:* 98. *Power:* 250 watts on 1020 kc (operates daytime). *Affiliation:* None. *Opened:* March 14, 1921.

President: Edgar L. Bill. *Station manager, commercial manager:* Clair B. Hull. *Chief engineer:* Mark Spies.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Partial service; furnish window cards with broadcast data (four-color); contact work. *Foreign language programs:* No rules; have never had a call for them. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Beer, wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product.

WILL, URBANA

Operator: University of Illinois, 400 S. Wright St. *Phone:* 7-2616. *Power:* 1,000 watts on 580 kc. (daytime). *Opened:* 1922.

Director: Jos. F. Wright. *Program director:* Frank Schooley. *Chief engineer:* A. James Ebel. *Artists bureau head:* George Jennings. *Musical director:* Arthur E. Cohen.

News: AP. *Seating facilities:* About 30 persons. *Artists bureau:* Talent consists of students in dramatics and music.

This station is non-commercial; university-owned.

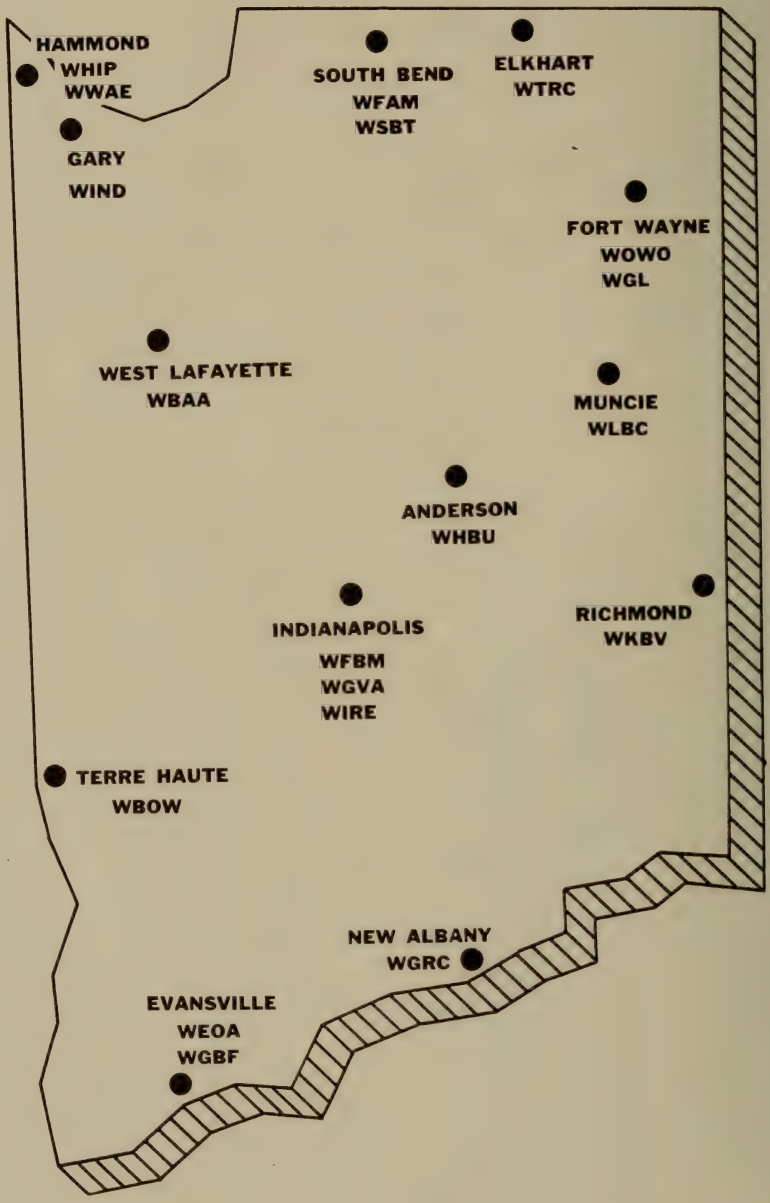
INDIANA

(616,800 radio homes)

Radio Homes by Counties

Adams	3,000	Hendricks	3,300	Pike	1,900
Allen	34,900	Henry	6,100	Porter	4,400
Bartholomew	5,200	Howard	7,700	Posey	2,700
Benton	2,000	Huntington	6,000	Pulaski	1,800
Blackford	2,100	Jackson	3,600	Putnam	3,600
Boone	4,600	Jasper	2,200	Randolph	4,900
Brown	400	Jay	5,100	Ripley	3,000
Carroll	3,000	Jefferson	3,200	Rush	3,600
Cass	7,000	Jennings	1,500	St. Joseph	29,400
Clark	4,500	Johnson	3,100	Scott	900
Clay	4,100	Knox	7,600	Shelby	4,700
Clinton	5,900	Kosciusko	5,500	Spencer	2,100
Crawford	900	Lagrange	2,200	Starke	1,600
Daviess	2,700	Lake	46,100	Steuben	2,300
Dearborn	3,600	La Porte	12,600	Sullivan	4,200
Decatur	3,100	Lawrence	4,800	Switzerland	1,200
De Kalb	4,000	Madison	15,700	Tippecanoe	11,700
Delaware	13,100	Marion	102,900	Tipton	2,800
DuBois	3,300	Marshall	4,500	Union	1,000
Elkhart	15,000	Martin	1,000	Vanderburg	24,300
Fayette	3,700	Miami	5,500	Vermillion	2,900
Floyd	6,600	Monroe	6,100	Vigo	21,300
Fountain	2,800	Montgomery	5,500	Wabash	4,800
Franklin	2,000	Morgan	3,000	Warren	1,100
Fulton	3,500	Newton	1,900	Warrick	2,500
Gibson	5,200	Noble	3,900	Washington	2,000
Grant	10,800	Ohio	600	Wayne	11,100
Greene	4,100	Orange	2,000	Wells	2,900
Hamilton	4,000	Owen	1,600	White	2,900
Hancock	3,200	Parke	2,600	Whitley	3,000
Harrison	2,500	Perry	2,000		

INDIANA


HAMMOND
WHIP
WWAE
GARY
WIND
SOUTH BEND
WFAM
WSBT
ELKHART
WTRC
FORT WAYNE
WOWO
WGL
WEST LAFAYETTE
WBAA
MUNCIE
WLBC
ANDERSON
WHBU
INDIANAPOLIS
WFBM
WGVA
WIRE
RICHMOND
WKBV
TERRE HAUTE
WBOW
NEW ALBANY
WGRC
EVANSVILLE
WEOA
WGBF

WHBU, ANDERSON

Operator: Anderson Broadcasting Corp., Citizens Bank Bldg. *Phone:* 234. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1924.

President, general and station manager: L. M. Kennett. *Commercial manager:* L. Podhaski. *Program director:* Sig Roush. *Chief engineer:* R. F. Fulwider.

Rep: J. J. Devine and Associates. *News:* INS. *Seating facilities:* None. *Merchandising:* Mail out letters to the trade and contact dealers at actual cost. *Foreign language programs:* Will accept, though occasion has never arisen as foreign population is very small. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program and three minutes per half-hour program.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. *Phone:* 948. *Power:* 250 and 100 watts on 1,310 kc. *Affiliation:* None. *Opened:* Nov. 19, 1931. (Note: This station is newspaper-owned: Elkhart Daily Truth.)

Manager: R. R. Baker. *Program director:* Carl Schrock. *Chief engineer:* Kenneth Singleton. *Musical director:* Ethel Geiss.

Rep: Tenney, Woodward & Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Complete service locally at no charge; 5% charged for work outside county. *Foreign language programs:* Accepted, subject to station approval. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted.

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1936. (Note: same ownership controls WGBF, also of Evansville.)

General and station manager: Martin Leich. *Commercial manager, publicity director:* Clarence Leich. *Program director:* Pat Roper. *Chief engineer:* John Caraway, Jr.

Rep: Furgason & Aston, Inc. *News:* None. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 300; admission 10c. (facilities shared with WGBF). *Merchandising:* Cooperate in making surveys, dealer contacts, promotion and publicity, free of charge; special services are rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* None. *Base rate:* $90.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue. *Opened:* 1923. (Note: same ownership also controls WEOA, also of Evansville.)

Secretary, station and commercial manager, publicity director: Clarence Leich. *Program and musical director, artists bureau head:* Pat Roper. *Chief engineer:* Fay Gehres.

Rep: Furgason & Aston, Inc. *News:* Local. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WEOA). *Merchandising:* Cooperate in surveys, dealer contacts, promotion and publicity, free of charge; special services rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* Setup nominal only. *Base rate:* $150.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 100 watts on 1370 kc. (Note: WOWO, Fort Wayne, is under same ownership.)

Base rate: $100.

No other information available after repeated requests.

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 10,000 watts on 1160 kc. (Note: WGL, Fort Wayne, is under same ownership.)

Rep: E. Katz Special Advertising Agency. *Base rate:* $250.

No other information available after repeated requests.

WIND, GARY

For data pertaining to this station see Chicago, Illinois, where it has been placed for logical reasons.

1,884,530 population

289,610 radio homes

Served by Indiana's Two
Outstanding Radio Stations

WGBF • WBOW

EVANSVILLE
1,000 Watts—630 Kc.

TERRE HAUTE
250 Watts—1,310 Kc.

NBC RED AND BLUE NETWORKS

Perfect "Test Markets" for the Middle West

Write Direct or Contact Representatives
for Actual Case Histories

National Representative: FURGASON & ASTON, Inc.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Co. *Power:* 5,000 watts on 1480 kc (operates until local sunset in Buffalo). *Affiliation:* None. (Note: same owners operate WWAE, also of Hammond.)

At press time this station had a construction permit only.

WWAE, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. *Power:* 100 watts on 1200 kc (operates unlimited daytime; shares hours with WFAM nighttime). *Affiliation:* None.

President: George F. Courrier.

Rep: None. *Base rate:* $70.

No other information available.

WFBM, INDIANAPOLIS

Operator: Indianapolis Power & Light Co., 48 Monument Circle. *Phone:* Lincoln 8506. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* CBS. *Opened:* Nov., 1924.

General Manager, station manager, commercial manager: R. E. Blossom. *Program director:* F. O. Sharp. *Chief engineer:* M. R. Williams. *Musical director:* W. H. Reuleaux. *Publicity:* W. F. Kiley.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* None. *Merchandising:* No service maintained. *Foreign language programs:* No rules; such population reported as very small. *Artists bureau:* None. *Base rate:* $135 (½ hr.).

Copy restrictions: No set rules; beer accepted, but no hard liquor; do not accept copy in any manner "questionable."

WGVA, INDIANAPOLIS

Operator: Glenn Van Auken, 516 Board of Trade Bldg. *Phone:* Lincoln 6161. *Power:* 1,000 watts on 1050 kc (daytime).

No other data available; at press time this station's construction permit had not been covered by a license.

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., 540 N. Meridian Street. *Phone:* Riley 4471. *Power:* 5,000 and 1,000 watts on 1400 kc. *Affiliation:* NBC Basic Red. *Opened:* July 26, 1929. (Note: The stock of Indianapolis Broadcasting, Inc., is owned by Central Newspapers, Inc., and Vincennes Newspapers, Inc., Indiana, and Oklahoma Newspapers, Inc.)

President, station manager: Eugene C. Pulliam. *Commercial manager:* R. E. Bausman. *Program director:* J. S. Stilwill. *Chief engineer:* Earl Lewis. *Musical director:* Harry Bason.

Rep: William G. Rambeau Co. *News:* UP. *Seating facilities:* Large auditorium; capacity not listed. *Merchandising:* Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* $225.

Copy restrictions: Beer, wine, liquor and some patent medicine advertisement occasionally accepted; all copy must conform to station standards and government regulations.

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. *Phone:* 5411. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 11, 1926.

Owner, station manager: Donald A. Burton. *Commercial manager:* Wm. Craig. *Program director, artists bureau head:* Don Russell. *Chief engineer:* Maurie Crane. *Publicity director:* Jos. Silver.

Rep: Cox and Tanz. *News:* Transradio; INS. *Seating facilities:* None. *Merchandising:* Service rendered on request; window displays, placards, newspaper tie-ups. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; have roster of announcers and continuity writers. *Base rate:* $80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable.

WGRC, NEW ALBANY

See Louisville, Kentucky, for data.

WKBV, RICHMOND

Operator: Knox Radio Corp. *Power:* 100 watts on 1500 kc (specified hours). *Affiliation:* None.

Rep: None. *Base rate:* No rate card sent.

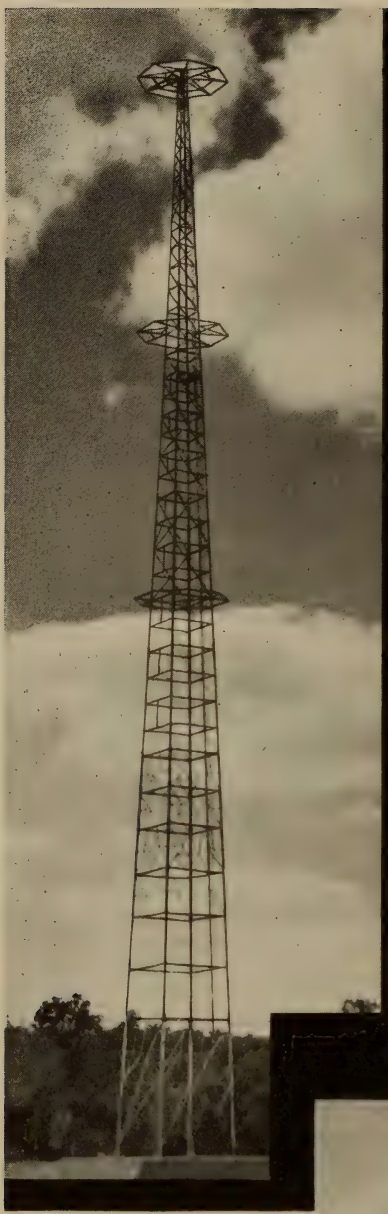
No other information available.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 100 watts on 1200 kc (divides time with WWAE; operates 8 a.m. to 5 p.m. Sundays; 7 a.m. to noon, and 3:30 p.m. to 8 p.m. weekdays). *Affiliation:* CBS. *Opened:* 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, under same ownership.)

Station manager: F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain. *Chief engineer:* H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

Rep: Paul H. Raymer Co. *News:* UP.



in Indiana

WFBM

INDIANAPOLIS

IS THE KEY STATION OF THE COLUMBIA BROADCASTING NETWORK

The same reasons which impelled Columbia to select WFBM to cover this important market make it the station for YOU to use.

Indiana's pioneer broadcasting station, WFBM carries the state's largest network schedule. In addition it has from the start dominated this area in National spot broadcasting.

If Central Indiana is your market—WFBM is the station to pick. In Indianapolis (Marion County) is concentrated 13% of Indiana's population and 21% of the state's buying power.

WFBM INDIANAPOLIS

Represented Nationally by
EDWARD PETRY & CO. INC.
New York
Chicago Detroit
San Francisco

★

SOME WFBM FACTS

New 5,000-Watt transmitter and control room equipment are latest in RCA design and construction. Studios are air-conditioned and are of the latest acoustical design.



Seating facilities: None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* $75.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 500 watts on 1360 kc. (divides time with WGES; operates Sundays 5 p.m. to 11 p.m., weekdays 12 noon to 3:30 p.m. and 8 p.m. to midnight). *Affiliation:* CBS. *Opened:* 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Station manager: F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain. *Chief engineer:* H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* $100.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of the FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 24½ S. 6th St. *Phone:* Crawford 3394. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1926.

Vice-president, station manager: W. W. Behrman. *Program director:* Horace Capps. *Chief engineer:* Ralph Guthrie. *Artists*

COSMOPOLITAN STUDIOS, Inc.

PROUDLY PRESENTS

Harold STEIN

and His CAMERA



Also—A Commercial Department, Lantern Slides, Direct Color Studio

145 W. 45th St. BR. 9-3685

INSTANTANEOUS RECORDING

Air Check

Electrical Transcriptions

Auditions

An Exclusive Process
Using Our Own "VOXITE" Discs!

★ ★ ★ ★ ★ ★

Electro-Vox Pioneered!

Electrovox Is Still Way Ahead!

★ ★ ★

Consistent high quality from the inception of radio is reflected in the capacity patronage of our Hollywood plant.

★ ★

Ultra-modern facilities.

★

ELECTRO-VOX

Originators and owners of trade mark

AIR-CHEK

5546 Melrose Ave., Hollywood

Gladstone 2189

"Things Have Changed In INDIANA"

W·I·R·E

IN INDIANAPOLIS

IS DELIVERING SALES VOLUME FOR ADVERTISERS IN THIS RICH MARKET

110,000 INDIANA FARM FAMILIES

HAVE RECEIVED LETTERS

....from the Indianapolis Stock Yards Company (the third largest stock yards in America) informing them that WIRE in Indianapolis is carrying their ONLY official broadcast of U. S. Government Market Reports daily from the Indianapolis yards. One hundred and ten thousand farmers have been told to "turn to 1400" for their official market reports. This means, Mr. Advertiser, that Indiana farmers (as well as those in Eastern Illinois and Western Ohio) are listening each day to WIRE and

INDIANA FARMERS HAVE MONEY TO SPEND

The day of Indiana radio coverage with some out-of-state station has gone forever. Indiana, with its hundreds of millions of spendable dollars annually, has rapidly learned to turn the dial to 1400 — WIRE. Hoosiers are vitally aware of the fact that WIRE in Indianapolis is now THEIR station for the radio features they want to hear. It's sort of a "home folks" attitude now.

AN INDIANA STATION FOR INDIANA LISTENERS

New Indiana features—a score or more of them—are rapidly gaining the loyalty and holding the interest of Indiana people. That's the reason why you can't cover Indiana now without WIRE in Indianapolis.

Represented Nationally by WM. G. RAMBEAU CO.

bureau head: Ralph Tucker. *Musical director:* Leo Baxter. *Publicity director:* Ralph Walton.

Rep: Furgason & Aston, Inc. *News:* INS. *Seating facilities:* About 100 persons. *Merchandising:* Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* $100.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made.

WBAA, WEST LAFAYETTE

Operator: Purdue University. *Phone:* 6076. *Power:* 1,000 watts on 890 kc (specified hours). *Opened:* 1919 on temporary license; permanent license since April 4, 1922.

Manager: University Radio Committee. *Program director:* Clarence E. Dammon. *Chief engineer:* Ralph Townsley. *Musical director:* A. P. Stewart. *Publicity director:* T. R. Johnston.

Seating facilities: Studio, 200 persons. *News:* Purdue University News Bureau.

This station is non-commercial; university-owned.

IOWA

(503,100 radio homes)

Radio Homes by Counties

Adair	2,500	Floyd	3,400	Monona	2,600
Adams	1,900	Franklin	2,400	Monroe	2,000
Allamakee	2,800	Fremont	2,300	Montgomery	4,100
Appanoose	3,800	Greene	3,200	Muscatine	6,800
Audubon	2,100	Grundy	2,400	O'Brien	3,900
Benton	4,600	Guthrie	3,400	Osceola	1,700
Black Hawk	15,900	Hamilton	3,600	Page	6,200
Boone	4,900	Hancock	2,400	Palo Alto	2,800
Bremer	3,400	Hardin	4,700	Plymouth	4,200
Buchanan	3,200	Harrison	3,900	Pocahontas	2,500
Buena Vista	3,800	Henry	3,100	Polk	44,400
Butler	3,100	Howard	2,700	Pottawattamie	14,100
Calhoun	2,600	Humboldt	1,800	Poweshiek	4,100
Carroll	5,100	Ida	2,200	Ringgold	1,900
Cass	5,000	Iowa	3,300	Sac	3,200
Cedar	3,200	Jackson	3,700	Scott	18,200
Cerro Gordo	8,600	Jasper	5,700	Shelby	3,300
Cherokee	3,400	Jefferson	3,100	Sioux	4,700
Chickasaw	2,200	Johnson	7,900	Story	7,100
Clarke	1,900	Jones	3,200	Tama	4,300
Clay	3,600	Keokuk	3,500	Taylor	2,800
Clayton	4,200	Kossuth	4,500	Union	3,300
Clinton	9,800	Lee	9,000	Van Buren	2,500
Crawford	3,500	Linn	21,800	Wapello	9,000
Dallas	4,900	Louisa	1,800	Warren	3,100
Davis	2,100	Lucas	3,100	Washington	4,500
Decatur	2,100	Lyon	2,400	Wayne	2,500
Delaware	2,600	Madison	2,400	Webster	8,900
Des Moines	8,400	Mahaska	5,200	Winnebago	2,600
Dickinson	2,000	Marion	4,400	Winneshiek	3,800
Dubuque	13,500	Marshall	7,700	Woodbury	24,600
Emmet	2,700	Mills	2,200	Worth	1,800
Fayette	5,400	Mitchell	2,600	Wright	3,800

WOI, AMES

Operator: Iowa State College of Agriculture and Mechanical Arts. *Phone:* 2210; 228. *Power:* 5,000 watts on 640 kc (daytime). *Opened:* April, 1922.

Director, program director, publicity: W. I. Griffith. *Chief engineer:* W. E. Stewart. *Musical director:* Tolbert MacRae.

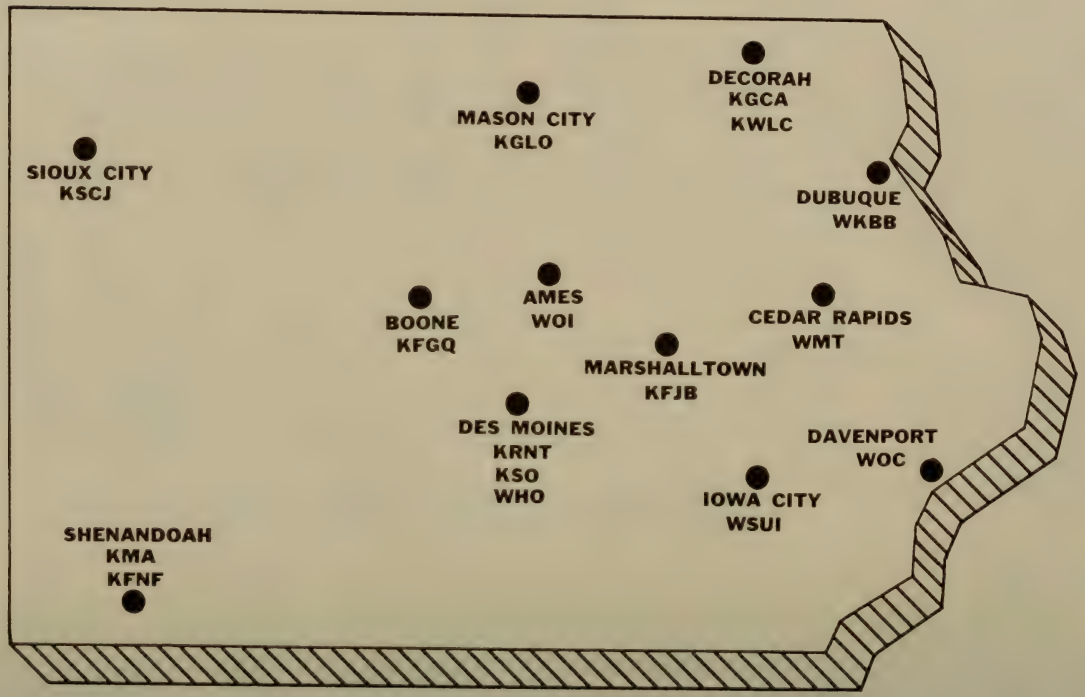
News: UP. *Seating facilities:* 15 to 20 persons.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. *Power:* 100 watts on 1370 kc. (operates specified hours daytime). Station is non-commercial.

IOWA


DECORAH
KGCA
KWLC
MASON CITY
KGLO
SIOUX CITY
KSCJ
DUBUQUE
WKBB
AMES
WOI
BOONE
KFGQ
CEDAR RAPIDS
WMT
MARSHALLTOWN
KFJB
DES MOINES
KRNT
KSO
WHO
DAVENPORT
WOC
IOWA CITY
WSUI
SHENANDOAH
KMA
KFNF

WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Montrose Hotel in Cedar Rapids; Russell-Lawson Hotel in Waterloo. *Phone:* 6127. *Power:* 5,000 and 1,000 watts on 600 kc. *Affiliation:* NBC Basic Blue; Iowa Broadcasting System; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tribune.)

Vice-president, general manager: Sumner D. Quarton. *Commercial manager:* W. B. Quarton (Cedar Rapids); Don Inman (Waterloo). *Program director:* Douglas B. Grant. *Chief engineer:* Charles F. Quentin. *Musical director:* Peggy Fuller. *Merchandising director:* Leo F. Cole. *Continuity editor:* Harriet Blake. *Publicity director:* Ray Cox.

Rep: E. Katz Special Advertising Agency. *News:* Transradio teletype. *Seating facilities:* Studio, 100 persons; Montrose ballroom, 100 or over. *Merchandising:* Complete service at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune with sponsor named. *Foreign language programs:* No set policy; occasional Bohemian programs. *Artists bureau:* None. *Base rate:* $230.

Copy restrictions: No beer, wines, or whiskey; all patent medicine advertising must be approved by laboratory test before acceptance.

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. *Phone:* 2-3521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* March, 1921; re-established Nov. 11, 1934. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watter under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

Manager, commercial manager: Clark A. Luther. *Program director, publicity director:* J. Neil Reagan. *Chief engineer:* Harold Higby.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Auditorium, 500 persons; studio A, 50; studio B, 30. *Merchandising:* Render every service desired, except that advertisers are asked to pay postage costs. *Foreign language programs:* Accepted if in German, Swedish or Belgian. *Artists bureau:* None. *Stock:* Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). *Base rate:* $108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements—is tendered).

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management.

KGCA, DECORAH

Operator: Charles Walter Greenley. *Power:* 100 watts on 1270 kc (daytime; shares hours with KWLC).

No other information available.

KWLC, DECORAH

Operator: Luther College. *Power:* 100 watts on 1270 kc (daytime; shares hours with KGCA).

No other information available.

KRNT, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS; Iowa Network. *Opened:* March, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, as is KSO, Des Moines, and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, Artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for an additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e), and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KRNT lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists, with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists a roster of about 40 artists. *Base rate:* $200.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

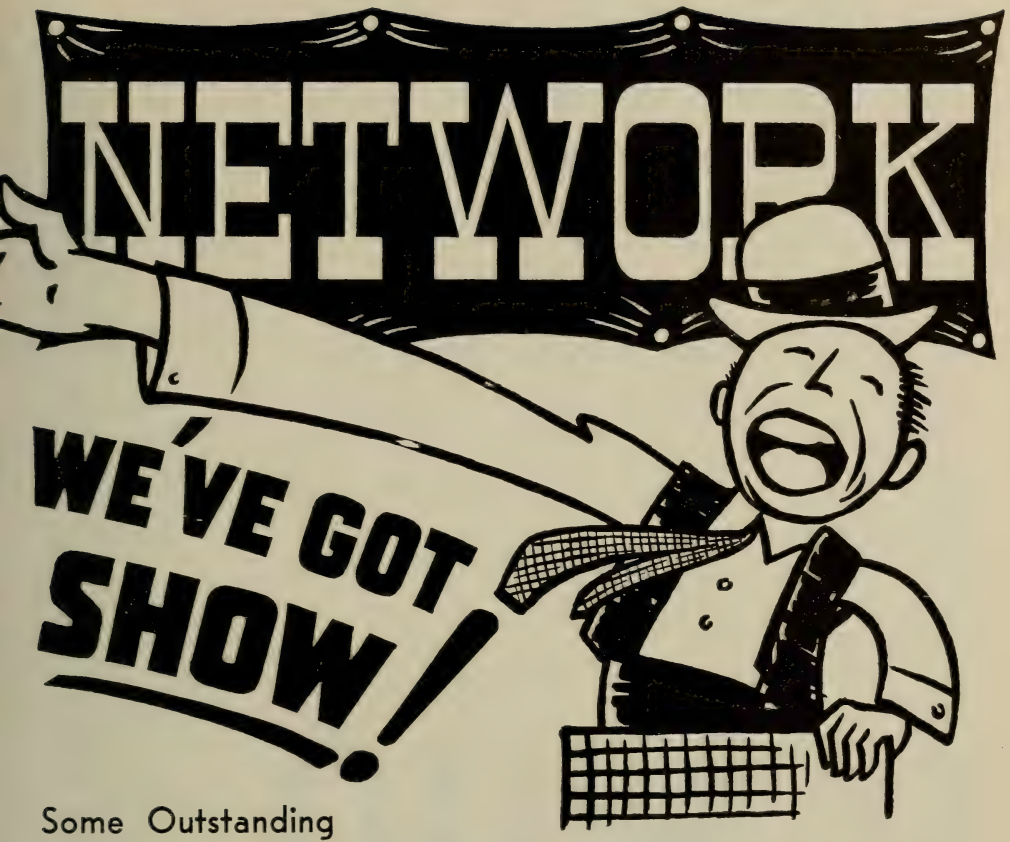
THE IOWA

STEP RIGHT UP FOLKS
IOWA'S BIGGEST

The Iowa Network has what it takes : Superior Programming — Alert Showmanship — Unmatched Publicity. Basic schedules of Columbia, NBC Blue, and Mutual. Live local shows custom-built for Iowa and midwest audiences. Comprehensive advertising campaign including 3 columns daily in Iowa's largest newspaper, billboards, car cards, movie trailers. *PLUS the lowest cost per thousand radio homes.*



KRNT Des Moines WMT Cedar Rapids-Waterloo KSO Des Moines



Some Outstanding

SHOWMANSHIP FEATURES

That Keep Iowa Tuned to IBS Stations

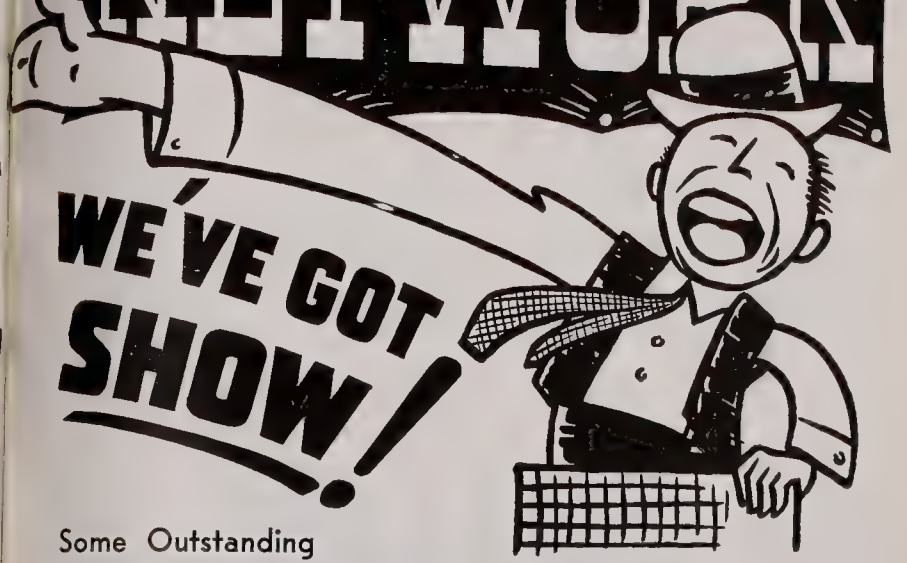
IOWA SPEAKS—Inquiring mike setup from three different Iowa cities continually sponsored since inception three years ago . . . **125 REGULAR NEWSCASTS** every week . . . **TWO BIG FARM SHOWS**—Tall Corn Time first on the air each day in Des Moines; Hawkeye Dinnertime hilarious noon hour show . . . **FROM WASHINGTON**—Two U. S. Senators and Des Moines Register correspondent speak weekly from national capital . . . **FLYING TOURS**—Sportscaster Gene Shumate flies to Big Ten schools for advance dope on football teams and other sports events . . . **FOOTBALL**—Iowa U., Drake U. . . . **BASEBALL**—Western League games . . . **DRAKE RELAYS** fed to CBS and MBS.

IN IOWA IT'S THE IOWA NETWORK

Maximum Coverage of Iowa at minimum cost, with bonus slice of Minnesota, Wisconsin, Illinois and Missouri.

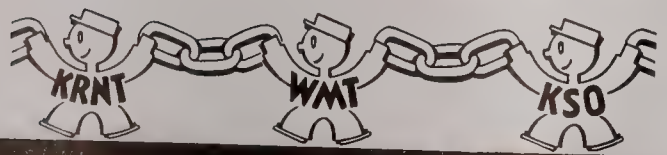
RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

THE IOWA NETWORK



STEP RIGHT UP FOLKS WE'VE GOT IOWA'S BIGGEST SHOW!

The Iowa Network has what it takes : Superior Programming — Alert Showmanship — Unmatched Publicity. Basic schedules of Columbia, NBC Blue, and Mutual. Live local shows custom-built for Iowa and midwest audiences. Comprehensive advertising campaign including 3 columns daily in Iowa's largest newspaper, billboards, car cards, movie trailers. *PLUS the lowest cost per thousand radio homes.*



KRNT Des Moines WMT Cedar Rapids-Waterloo KSO Des Moines

Some Outstanding

SHOWMANSHIP FEATURES

That Keep Iowa Tuned to IBS Stations

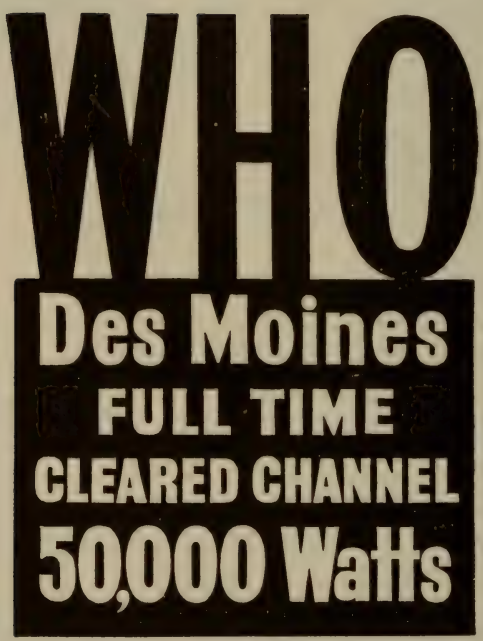
IOWA SPEAKS—Inquiring mike setup from three different Iowa cities continually sponsored since inception three years ago . . . 125 REGULAR NEWSCASTS every week . . . TWO BIG FARM SHOWS—Tall Corn Time first on the air each day in Des Moines; Hawkeye Dinnertime hilarious noon hour show . . . FROM WASHINGTON—Two U. S. Senators and Des Moines Register correspondent speak weekly from national capital . . . FLYING TOURS—Sportscaster Gene Shumate flies to Big Ten schools for advance dope on football teams and other sports events . . . FOOTBALL—Iowa U., Drake U. . . . BASEBALL—Western League games . . . DRAKE RELAYS fed to CBS and MBS.

IN IOWA IT'S THE IOWA NETWORK

Maximum Coverage of Iowa at minimum cost, with bonus slice of Minnesota, Wisconsin, Illinois and Missouri.

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

. . . to SELL Iowa you must COVER it—and to cover Iowa you need the only station with POWER ENOUGH to do the job —WHO, Des Moines



KSO, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 2,500 and 500 watts on 1430 kc. *Affiliation:* NBC Basic Blue, Mutual, Iowa Network. *Opened:* Nov. 5, 1932. (Note: This station is owned by the Des Moines Register and Tribune, as is KRNT and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e) and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KSO lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* $160.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KSO Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

WHO, DES MOINES

Operator: Central Broadcasting Co., 914 Walnut St. *Phone:* 3-7147. *Power:* 50,000 watts on 1000 kc. *Affiliation:* NBC Basic Red. *Opened:* April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

Vice-president and manager: J. O. Maland. *Sales manager:* Hale Bondurant. *Program director, musical director:* Harold Fair. *Traffic manager:* Fred A. Reed. *Chief engineer:* Paul Loyet. *Artists bureau manager:* Irving H. Grossman. *Publicity director:* Wilfred Woody Woods.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio A, 100 seats; studio B, 50; studio D, 50; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. *Merchandising:* Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. *Foreign language programs:* Station has no rules on this matter. *Artists bureau:* Yes; complete roster. *Stock:* Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary. *Base rate:* $425.

Copy restrictions: Commercial copy up to 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1400 words per hour; beer advertising accepted after 10:30 p.m.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. *Phone:* 572. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.)

President: Walter E. Klauer. *Station manager, commercial manager:* J. D. Carpenter. *Chief engineer,* L. Carlson.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None listed. *Merchandising:* Dealer contacts, personal and by mail. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: Accept beer and wines; no hard liquor.

WSUI, IOWA CITY

Operator: State University of Iowa. *Power:* 1,000 and 500 watts on 880 kc.

This station does not sell time; university-owned.

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., 1603 W. Main St. *Phone* 2515. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June, 1923.

President, commercial manager: E. N. Peak. *Station and commercial manager*

A. E. Mickel. *Chief engineer:* Maurice Reutter.

Rep: J. J. Devine & Associates, Inc. *News:* INS. *Seating facilities:* Use local theatre; capacity not given. *Merchandising:* Contact dealers and distributors; other services rendered at actual cost. *Foreign language programs:* Will accept if occasion arises, but foreign population is very small. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management.

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. *Phone:* 2800. *Power:* 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Jan. 17, 1937. (Note: This station is owned by the Mason City Globe-Gazette.)

General manager: F. C. Eighmey. *Commercial manager:* Virgil Hicks. *Program director:* John J. Price. *Chief engineer:* Leo W. Born. *Production manager:* Nic Scheel. *Musical director:* M. Mooney. *Publicity director:* Henry Hook.

Rep: Weed & Co. *News:* UP. *Seating facilities:* 60 persons. *Merchandising:* Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: Accept beer; no wine or liquor advertising.

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. *Phone:* No. 1. *Power:* 1,000 and 500 watts on 890 kc. (shares time with KUSD). *Affiliation:* None. *Opened,* February, 1924.

President: Henry Field. *Station manager:* F. E. Tunnicliff. *Commercial manager, publicity director:* William E. MacDonald. *Program director:* Edwin Hamilton. *Chief engineer:* Wiley D. Wenger. *Musical director:* Lena Sanman.

Rep: None. *News:* INS. *Seating facilities:* Studio auditorium, seating 300 persons. *Merchandising:* Special mailings in territory gratis; other services at cost. *Foreign language programs:* Bohemian, Swedish, German, Polish, Danish. *Artists bureau:* None. *Stock:* Principally held by Henry Field and John Nicolson; 400 shares outstanding. *Base rate:* $100.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines accepted subject to censorship.

Reach and Sell
America's No. 1 Farm Market!

520,500 radio homes in Iowa, Nebraska, Kansas and Missouri look on KMA and Earl May as intimate friends. For over 13 years KMA has been the most powerful, *personalized* sales force in this rich agricultural market . . . reaching and selling more radio homes than there are in the entire State of Iowa.
Include KMA on your list and dominate this big-buying market.

5,000 Watts L. S.
R.C.A. Transmitter
and Studio Equipment

Represented by
WILSON-ROBERTSON

The Earl May Station KMA Shenandoah, Iowa

KMA, SHENANDOAH

Operator: Earl E. May Seed Co., Lowell and Elm Sts. *Phone:* 193. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* None; occasionally ties in with Iowa Broadcasting System. *Opened:* Aug. 25, 1925.

President and manager: Earl E. May. *Operations manager:* Bob Kaufman. *Commercial manager, publicity:* Ed. Cunniff. *Program director:* Howard Chamberlain.

Rep: Wilson - Robertson. *News:* UP. *Seating facilities:* Studio on stage of auditorium, seating 900. *Merchandising:* Has merchandising man to service advertisers; help salesmen make contacts; circularize dealers; assist in getting displays. *Foreign language programs:* Would accept, but area is virtually 100% English-speaking. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: commercials limited to four minutes per quarter-hour; beer accepted after 9 p.m.; no wines or hard liquors; medicinals subject to FTC okay.

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. *Phone,* 87526. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* CBS. *Opened:* April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

General, station and commercial manager: C. W. Corkhill. *Program director:* Ruth Marie Fachman. *Chief engineer:* Stephen Dier. *Musical director:* Bertha Reese. *Publicity director:* Roberta Deany.

Rep: Craig & Hollingbery, Inc. *News:* Sioux City Journal (local). *Seating facilities:* Studio audience hall, seating 150 persons. *Merchandising:* Newspaper publicity; theatre screen ads. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $175.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

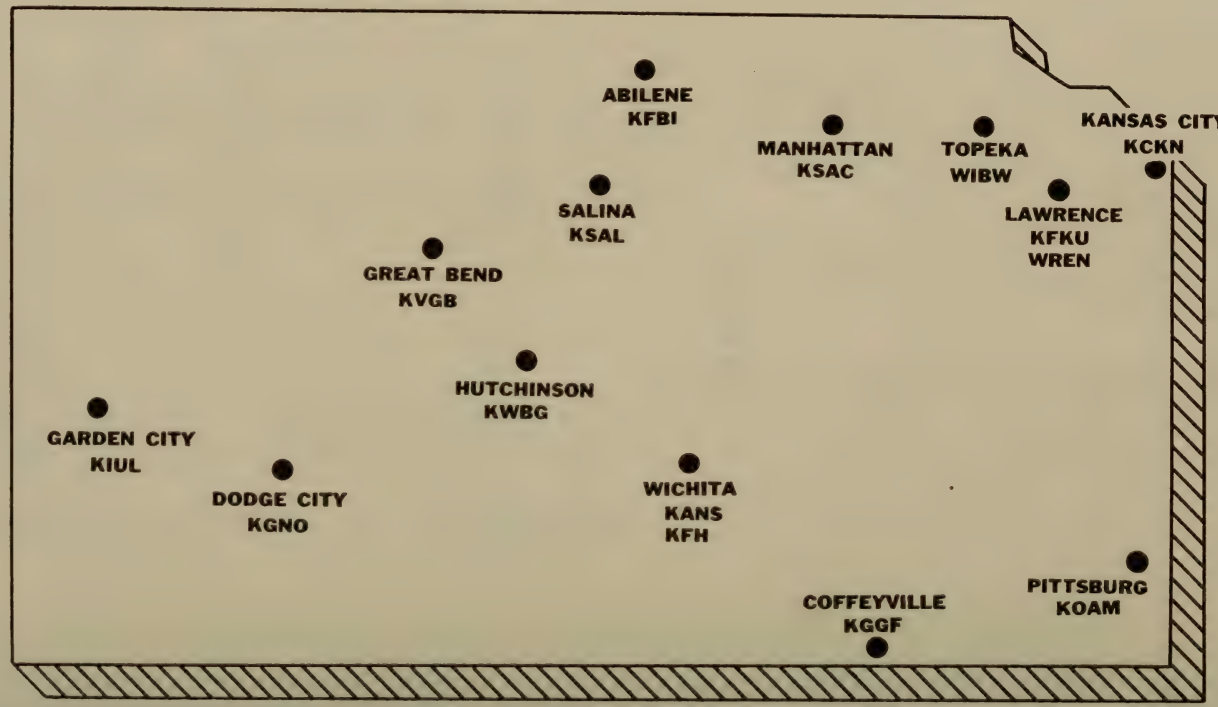
KANSAS

(348,000 radio homes)

Radio Homes by Counties

Allen	3,300	Greeley	200	Osborne	2,100
Anderson	2,000	Greenwood	3,200	Ottawa	1,600
Atchison	4,200	Hamilton	500	Pawnee	1,900
Barber	1,600	Harper	2,400	Phillips	2,000
Barton	4,200	Harvey	4,300	Pottawatomie	2,600
Bourbon	4,100	Haskell	300	Pratt	2,300
Brown	3,600	Hodgeman	600	Rawlins	1,200
Butler	5,400	Jackson	2,200	Reno	10,000
Chase	1,100	Jefferson	1,900	Republic	2,400
Chautauqua	1,500	Jewell	2,400	Rice	2,500
Cherokee	4,500	Johnson	4,300	Riley	4,800
Cheyenne	1,100	Kearny	400	Rooks	1,600
Clark	800	Kingman	2,000	Rush	1,700
Clay	3,000	Kiowa	800	Russell	1,800
Cloud	3,100	Labette	6,000	Saline	7,300
Coffey	2,300	Lane	700	Scott	600
Comanche	1,000	Leavenworth	7,100	Sedgwick	34,600
Cowley	7,700	Lincoln	1,600	Seward	1,500
Crawford	9,200	Linn	2,200	Shawnee	21,700
Decatur	1,500	Logan	700	Sheridan	800
Dickinson	5,500	Lyon	6,400	Sherman	1,300
Doniphan	2,100	McPherson	5,500	Smith	2,200
Douglas	5,000	Marion	3,900	Stafford	1,700
Edwards	1,200	Marshall	4,200	Stanton	300
Elk	1,200	Meade	1,000	Stevens	500
Ellis	2,800	Miami	3,700	Sumner	4,700
Ellsworth	2,000	Mitchell	3,000	Thomas	1,600
Finney	2,100	Montgomery	9,500	Trego	900
Ford	3,900	Morris	2,100	Wabaunsee	1,800
Franklin	4,300	Morton	600	Wallace	300
Geary	3,100	Nemaha	3,500	Washington	2,800
Gove	700	Neosho	4,100	Wichita	300
Graham	800	Ness	1,600	Wilson	2,800
Grant	400	Norton	2,600	Woodson	1,100
Gray	700	Osage	2,300	Wyandotte	21,900

KANSAS


ABILENE
KFBI
MANHATTAN
KSAC
TOPEKA
WIBW
KANSAS CITY
KCKN
SALINA
KSAL
LAWRENCE
KFKU
WREN
GREAT BEND
KVGB
HUTCHINSON
KWBG
GARDEN CITY
KIUL
DODGE CITY
KGNO
WICHITA
KANS
KFH
PITTSBURG
KOAM
COFFEYVILLE
KGGF

KFBI, ABILENE

Operator: Farmers and Bankers Life Insurance Co. *Phone:* 1200. *Power:* 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). *Affiliation:* None. *Opened:* 1924. (Note: Also maintains studios in Salina, Kans., in charge of L. V. Butcher.)

Director, station manager: K. W. Pyle. *Program director:* Harry Peck. *Chief engineer:* C. H. Johnston. *Musical director:* Marie Gunzelman.

Rep: Wilson-Robertson. *News:* Transradio; AP. *Seating facilities:* Studio, 100. *Merchandising:* Will make calls in Abilene and Salina; will send out mailings at cost. *Foreign language programs:* Will accept; currently has Bohemian and Swedish series. *Artists bureau:* None. *Stock:* Entirely held by Farmers and Bankers Life Insurance Co. *Base rate:* $50 (½ hr.).

Copy restrictions: Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after okay by medical director of Farmers and Bankers Life Insurance Co.

KGGF, COFFEYVILLE

Operator: Powell & Platz, Journal Bldg., 8th & Elm Sts. *Phone:* 147. *Power:* 1,000 watts on 1010 kc (shares time with WNAD). *Affiliation:* None. *Opened:* Oct. 20, 1930. (Note: This station is owned and operated by the Coffeyville Daily Journal.)

Senior partner, station manager: Hugh J. Powell. *Commercial manager:* W. B. Darrah. *Program director:* Melvin Drake. *Chief engineer:* J. Fred Case. *Musical director:* Clair Foster.

Rep: Wilson-Robertson. *News:* AP. *Seating facilities:* 96 persons. *Merchandising:* Publicity service and window displays in the Journal building are given; no charges except where postage and expensive printing are involved. *Foreign language programs:* Accepted from "responsible sources"; usually must be auditioned beforehand. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations.

KGNO, DODGE CITY

Operator: Dodge City Broadcasting Co., Inc., First National Bank Bldg. *Phone:* 1340. *Power:* 250 watts on 1340 kc. *Affiliation:* None. *Opened:* 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

President: J. C. Denious. *Station manager:* N. C. Peterson. *Commercial manager, program director:* John C. Drake. *Chief engineer:* Emil Doane. *Musical director:* John Dillon. *Publicity director:* Jay Allen.

Rep: None. *News:* AP. *Seating facilities:* Auditorium, seating 30, with standing room for an additional 20 persons. *Merchandising:* Program advertising department cooperates in rendering any services requested; publicity through newspaper affiliate. *Foreign language programs:* No rules; never any requests for such programs. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: No alcoholic beverages accepted (beer recently legalized by state, but no policy on its acceptance has been formulated by KGNO as yet); all copy must conform to station standards and government regulations.

KIUL, GARDEN CITY

Operator: Garden City Broadcasting Co., 404 N. Main Street. *Phone:* 666. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* June 20, 1935.

General and station manager: F. D. Conrad. *Commercial manager:* D. M. Wilson. *Program director:* Catherine Pedigo. *Chief engineer:* C. W. Barger. *Musical director:* George Goulding.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* Complete services, rendered free. *Foreign language programs:* Will accept if approved by program director. *Artists bureau:* None. *Stock:* Held entirely by F. D. Gordon. *Base rate:* $40.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicines accepted if approved by management; all copy subject to station approval.

KVGB, GREAT BEND

Operator: Ernest Ruehlen. *Power:* 100 watts on 1370 kc.

No further data available; at press time this station's construction permit had just recently been covered by a license.

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 101 East Avenue A. *Phone:* 5202. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* May 28, 1935.

President, station manager, publicity director: W. B. Greenwald. *Commercial manager:* Bob Kirschner. *Program director:* W. P. Robinson. *Chief engineer:* Harold Bourell. *Musical director:* Ed Letson.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign lan-*

guage programs: Not accepted. *Artists bureau:* None. *Base rate:* $35 (½ hr.).

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising; commercials limited to 100 words at opening and close of programs.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. *Phone:* Dr. 4300. *Power:* 100 watts on 1310 kc. *Affiliation:* Kansas Network (KCKN and WIBW, Topeka, both Capper-owned, comprise this network). *Opened:* Nov. 1, 1925. (Note: This station is newspaper-owned, Kansas City Kansan—a Capper Publication.) (Call letters were originally WLBF.)

President: W. A. Bailey. *Station manager, commercial manager:* Ellis Atteberry. *Program director:* Karl Willis. *Chief engineer:* Clark B. Smith. *Director of special events:* Ralph Nelson. *Artists bureau head, musical director:* Ruth Royal. *Publicity director:* Virginia Wallace.

Rep: Capper Publications. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper publicity; no other services listed. *Foreign language programs:* No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. *Artists bureau:* Setup is nominal only. *Base rate:* $45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan.)

Copy restrictions: No beer, wine, or other alcoholic beverages; continuity should avoid bargain and price-cutting appeals; not more than one price quotation in each announcement, or in each paragraph of program continuity; programs should avoid "fear copy" and "suggestive copy."

KFKU, LAWRENCE

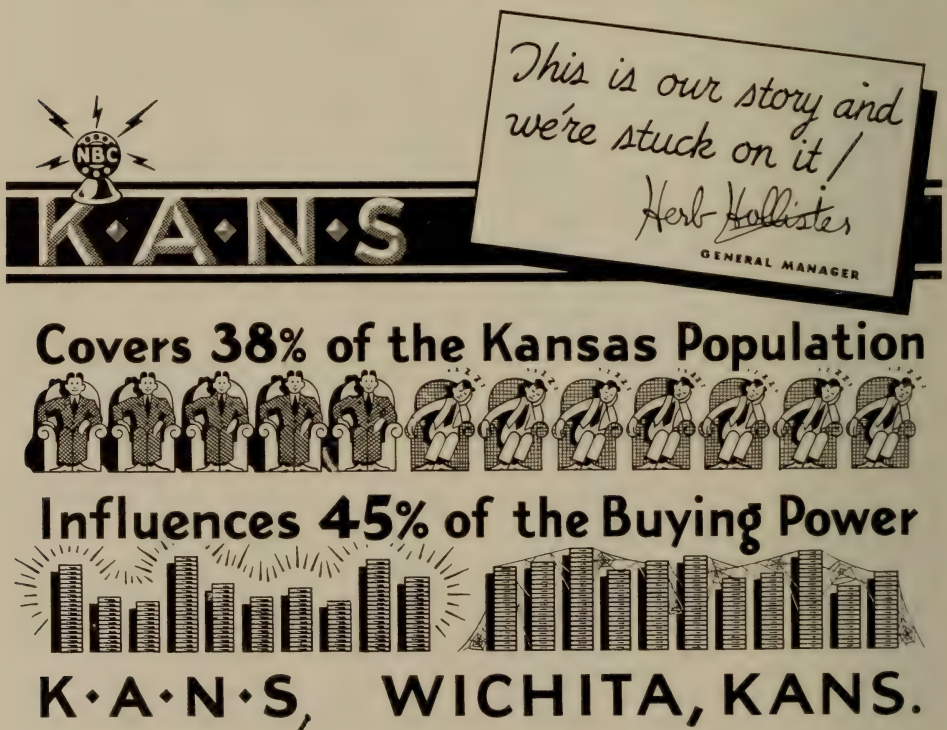
Operator: University of Kansas. *Power:* 5,000 and 1,000 watts on 1220 kc. (shares time with WREN).

This station is non-commercial; university-owned.

WREN, LAWRENCE

Operator: WREN Broadcasting Co., WREN Bldg. *Phone:* 110. *Power:* 5,000 and 1,000 watts on 1220 kc (shares time with KFKU). *Affiliation:* NBC Basic Blue. *Opened:* 1926.

President and treasurer, station manager: Vernon H. Smith. *Program director:* Verl Bratton. *Chief engineer:* Vern Omer.



Rep: Craig & Hollingbery, Inc. *News:* INS. *Base rate:* $200.

No further information available.

KSAC, MANHATTAN

Operator: Kansas State College. *Phone:* 2236. *Power:* 1,000 watts on 580 kc (shares time with WIBW). *Affiliation:* None. *Opened:* Dec. 1, 1924.

Director extension division: H. Umberger. *Station manager, program director, publicity:* L. L. Longsdorf. *Chief engineer:* R. L. Meisenheimer. *Musical director:* Wm. Lindquist.

News: College Press Bureau. *Seating facilities:* Studio, 50 persons.

This station is non-commercial—college-owned.

KOAM, PITTSBURGH

Operators: A. Staneart Graham, E. V. Baxter and Norman Baxter, doing business as the Pittsburgh Broadcasting Co. *Power:* 1,000 watts on 790 kc (daytime).

Note: At press time this station had a construction permit only.

Additionally, issues surrounding the granting of this station are being determined by the Court of Appeals, District of Columbia.

KSAL, SALINA

Operator: R. J. Laubengayer. *Power:* 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WIBW, TOPEKA

Operator: Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. *Phone:* 3-2377. *Power:* 5,000 and 1,000 watts on 580 kc. (shares time with KSAC). *Affiliation:* CBS. *Opened:* 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

General manager: Don Searle. *Program director, musical director:* Maude Shreffler. *Chief engineer:* Karl Troeglen. *Publicity director:* Ruth Nickell.

Rep: Capper Publications. *News:* UP; AP. *Seating facilities:* About 75 persons. *Merchandising:* Publicity in Capper Publications without censorship of write-ups; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. *Foreign language programs:* No objections to such programs, but the foreign population is small. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful."

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lassen. *Phone:* 4-2387. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* September 19, 1936.

General, station and commercial manager, chief engineer: Herb Hollister. *Program director, artists bureau head:* Jack Todd. *Musical director:* Raymond Shelley.

Rep: Furgason & Aston, Inc. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. *Foreign language programs:* Would accept, though occasion has not arisen to date. *Artists bureau:* Setup nominal only. *Base rate:* $120.

Copy restrictions: Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations.

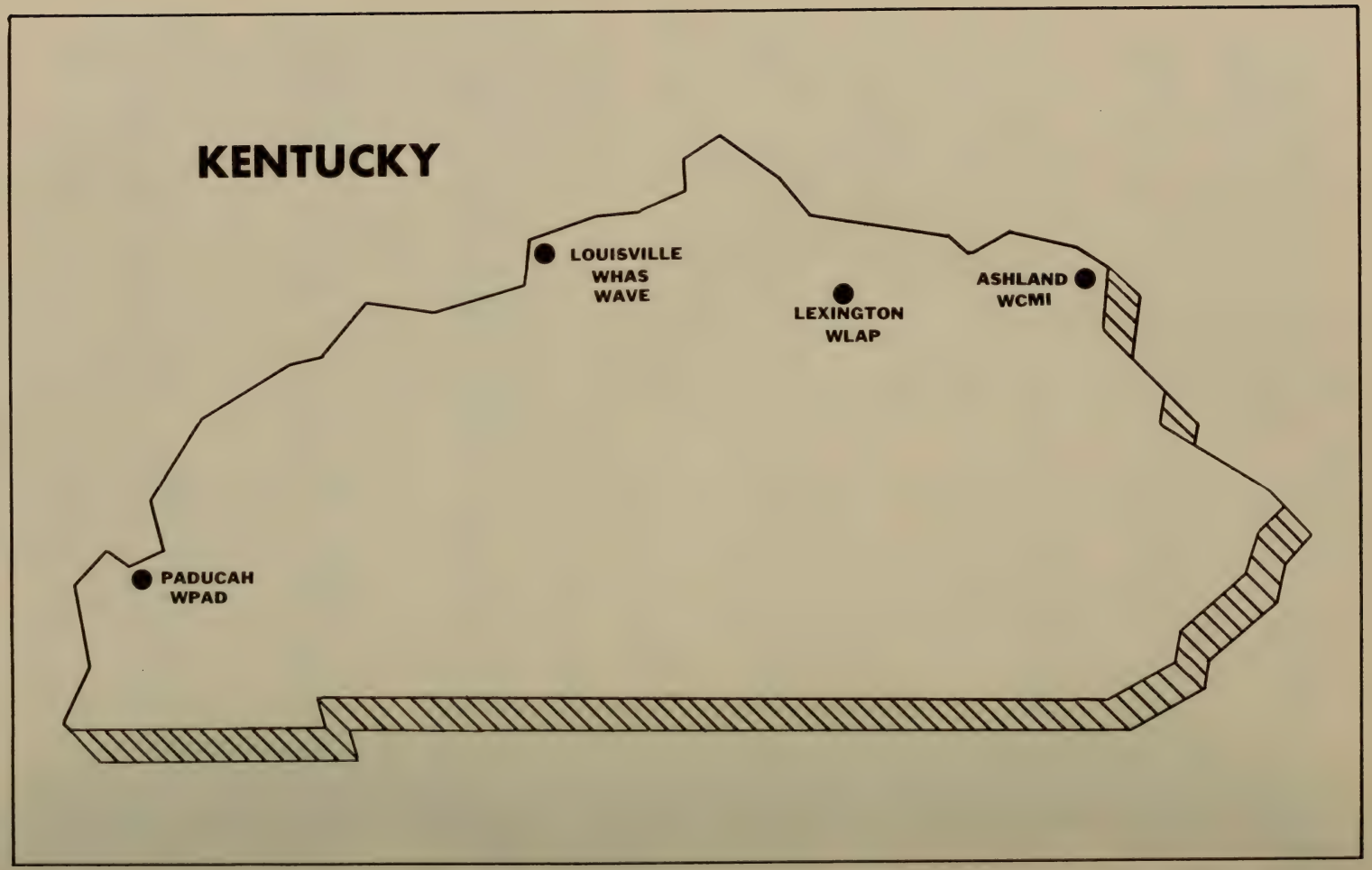
KFH, WICHITA

Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. *Phone:* 3-5254. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* CBS. *Opened:* 1925. (Note. this station is newspaper-affiliated with the Wichita Eagle.)

President: John R. Rigby. *Station manager:* C. U. Price. *Commercial manager:* R. L. Lowe. *Program director:* V. E. Reed. *Chief engineer:* A. C. Dadisman. *Musical director:* Guy Snyder. *Publicity director:* R. M. Kent.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 75 persons. *Merchandising:* Maintain special department; no charge made for usual services. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $125 (½ hr).

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; all copy subject to station approval.


KENTUCKY
LOUISVILLE
WHAS
WAVE
LEXINGTON
WLAP
ASHLAND
WCMI
PADUCAH
WPAD

KENTUCKY

(313,800 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	1,000	Mason	2,700
Allen	1,500	Graves	3,500	Meade	800
Anderson	900	Grayson	1,600	Menifee	300
Ballard	1,000	Green	800	Mercer	1,900
Barren	2,700	Greenup	2,000	Metcalfe	500
Bath	800	Hancock	600	Monroe	1,000
Bell	4,100	Hardin	2,600	Montgomery	1,600
Boone	1,100	Harlan	5,900	Morgan	900
Bourbon	2,500	Harrison	2,000	Muhlenberg	3,500
Boyd	7,500	Hart	1,300	Nelson	2,100
Boyle	2,500	Henderson	3,000	Nicholas	900
Bracken	1,200	Henry	1,300	Ohio	2,100
Breathitt	1,200	Hickman	1,000	Oldham	800
Breckenridge	1,400	Hopkins	4,100	Owen	1,000
Bullitt	800	Jackson	600	Owsley	400
Butler	800	Jefferson	71,700	Pendleton	1,000
Caldwell	1,600	Jessamine	1,300	Perry	4,000
Calloway	2,200	Johnson	1,900	Pike	4,200
Campbell	10,000	Kenton	17,100	Powell	300
Carlisle	800	Knott	800	Pulaski	3,000
Carroll	1,100	Knox	1,700	Robertson	200
Carter	1,700	Larue	800	Rockcastle	1,100
Casey	1,000	Laurel	1,500	Rowan	900
Christian	4,000	Lawrence	1,200	Russell	800
Clark	2,500	Lee	600	Scott	1,800
Clay	1,000	Leslie	600	Shelby	2,100
Clinton	500	Letcher	2,900	Simpson	1,300
Crittenden	1,100	Lewis	1,100	Spencer	600
Cumberland	700	Lincoln	1,500	Taylor	1,300
Daviess	6,000	Livingston	700	Todd	1,200
Edmonson	700	Logan	2,200	Trigg	1,000
Elliott	400	Lyon	600	Trimble	500
Estill	1,400	McCracken	7,600	Union	1,800
Fayette	16,100	McCreary	1,200	Warren	4,500
Fleming	1,400	McLean	1,000	Washington	1,300
Floyd	2,900	Madison	3,500	Wayne	1,000
Franklin	3,100	Magoffin	1,200	Webster	2,000
Fulton	2,300	Marion	1,700	Whitley	2,900
Gallatin	400	Marshall	1,300	Wolfe	500
Garrard	1,100	Martin	500	Woodford	1,400

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. *Phone:* 363. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under a separate corporation.)

Managing director: Jas. F. Kyler. *Commercial manager:* Jack Bell. *Program director:* Hester Kyler. *Chief engineer:* Ernest D. Herider. *Artists bureau head:* Tys Terwey. *Musical director:* Lew Stubman. *Publicity director:* Paul Rhule, Jr.

Rep: J. J. Devine & Associates. *News:* AP. *Seating facilities:* Main studio, 300 persons; Paramount Theatre available, seating capacity, 1,700; two shows currently originating from the theatre, with a slight charge made to the audience for one of them (amateur program). *Merchandising:* yes, handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. *Foreign language programs:* Accepted. *Artists bureau:* Yes; list a score of announcers, musicians, orchestras. *Base rate:* $60.

Copy restrictions: Accept light wines and beer, no hard liquor; announcements limited to 100 words or less and only broadcast on station breaks (every 15 minutes).

WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Walton Bldg. *Phone:*

SKIP CHINA AND SAVE 50%!

If you insist on trying to cover both China and the Louisville market with *one radio station*, you'd better skip WAVE, because we don't reach China. . . . On the other hand, if you agree with us that no one station can really cover both China and Louisville, anyway, you can

(1) use WAVE for the Louisville market, PLUS a good Chinese station for China—and *really cover* both markets at the cost of one big station!

—or (2) skip China entirely and save 50%!

Is the Louisville market *worth* getting? Well—1,132,692 souls can use a lot of mayonnaise, or shoes, or gasoline—enough to look pretty big in *anybody's* sales figures!. . N.B.C.

National Representatives
FREE & PETERS, INC.

Station WAVE Louisville

INCORPORATED

1000 WATTS

940 K. C.

1721; 1722. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* March 17, 1934.

Secretary-treasurer, station manager: Winston L. Clark. *Commercial manager:* Edward H. Bubert. *Assistant manager:* Lyell L. Ludwig. *Program director:* Ted Grizzard. *Chief engineer:* Sanford Helt. *Artists bureau head:* Miller Welch. *Musical director:* Mary Nugent.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Supply listings and publicity through Lexington Herald. *Foreign language programs:* No set rules; question has never arisen as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* $58 (½ hr.)

Copy restrictions: Accept beer and wine any time; hard liquor after 8 p.m.; accept patent medicine advertising provided it meets with approval of the State Pharmacy Board and Federal regulations; all copy subject to station approval and government regulations.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. *Phone:* Jackson 8391. *Power:* 1,000 watts on 940 kc. *Affiliation:* NBC Southcentral Group. *Opened:* December 30, 1933.

Owner, station head: George W. Norton, Jr. *Station manager:* Nathan Lord. *Commercial manager:* James F. Cox. *Program director:* George Patterson. *Chief engineer:* Wilbur Hudson. *Artists bureau head, musical director:* Clifford Shaw. *Publicity director:* Sarah Ramsey.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Main studio, 75 persons. *Merchandising:* Cooperate in any service relating to the program itself, i.e., publicizing program by various means. *Foreign language programs:* No rules; such programs never requested as foreign population is very small. *Artists bureau:* Setup nominal only. *Base rate,* $220.

Copy restrictions: Accept beer, wine, liquor and patent medicine accounts, provided they comply with Food and Drug regulations; all copy must be in good taste and is subject to station approval.

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Indiana Theatre Bldg. *Phone:* 150. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Oct. 23, 1936.

Here's what Dun's Review says about

WLAP's

Famous Bluegrass Market

RETAIL TRADE — up 43%
More Than Any City in Kentucky

RESIDENTIAL CONSTRUCTION —up 63%
More Than 100% in First 4 Months

AGRICULTURAL CONDITIONS
Better Than in Any Recent Years

INDUSTRIAL
Business jammed with back orders. This is YOUR market of one-half million people . . . with YOUR station serving **exclusively** the interests of this wealthy area.

WLAP LEXINGTON KENTUCKY

WINSTON L. CLARK, Manager
ED. H. BUBERT, Commercial Manager

WGRC

The George Rogers Clark Station

New Albany, Ind.
Louisville, Ky.
Jeffersonville, Ind.

More than ½ Million within our half millivolt line and the preponderance daytime listeners.

Truly a bull's-eye coverage of the Fall Cities and Environs.

Write for detailed information.

Nationally represented by

H. K. CONOVER CO.

NEW YORK -:- CHICAGO
DETROIT -:- MILWAUKEE

100 Per Cent. R.C.A. Equipped



They'll listen

IF THEY LIKE IT!

Everyone in the show business knows that you can't pack the house unless the show's a "Wow". . .and that's the way it is in Radio. There are 1,267,519 families listening to radio in the WHAS proven primary listening area . . . a $1,220,899,333 retail trade market . . . We can reach every one of these homes, day or night . . . but remember—it's the show they listen to, and . . . they'll listen if they like it!

WHAS

Represented Nationally by Edward Petry & Co.

Owned and operated by The Louisville Times Company

Publishers of

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

(Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343; also in Jeffersonville, in the Dream Theatre Bldg., phone: Jeffersonville 160).

President: Charles Lee Harris. *Managing director:* Arthur L. Harris. *Commercial manager, publicity director, artists bureau head:* Robert J. McIntosh. *Program director:* John E. Lepping. *Musical director:* Rosalind Brown. *Chief engineer:* Jack Gardner.

Rep: H. K. Conover. *News:* INS. *Seating facilities:* Have access to two theatres, capacity, 1,100 apiece. *Merchandising:* Maintains a department; contacts jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. *Foreign language programs:* Accepted after approval by general manager. *Artists bureau:* Yes; has roster of about 30 or more artists, conductors, etc. *Base rate:* $100.

Copy restrictions: All copy subject to general manager's approval; take alcoholic beverages of all kinds; patent medicines accepted if they pass FCC approval.

WHAS, LOUISVILLE

Operator: Louisville Times Company, Courier Journal & Times Bldg. *Phone:* Wabash 2211. *Power:* 50,000 watts on 820 kc. *Affiliation:* CBS. *Opened:* July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

Owner: Barry Bingham. *Station manager:* Credo Fitch Harris. *Commercial manager:* W. L. Coulson. *Program director:* Joe Eaton. *Chief engineer:* Howard Campbell. *Artists bureau head:* Bob Drake. *Musical director:* Harry Currie. *Publicity director:* Dolly Sullivan.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Supply daily listings, pictures and highlights in Courier-Journal and Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc., by telephone or personal calls, broadsides and other direct mail; surveys and window displays are handled by Montgomery Associates at a small cost to the advertiser. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists all artists appearing on WHAS programs. *Base rate:* $450.

Copy restrictions: Accept beer any time; wine and hard liquor only during late evening hours; commercials for alcoholic accounts must be institutional and are subject to stringent regulations; patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Inc., Ninth & Terrell Sts. *Power:* 250 and 100 watts on 1420 kc.

Rep: J. J. Devine & Associates, Inc. *Base rate:* $35.

No other information available after repeated requests.

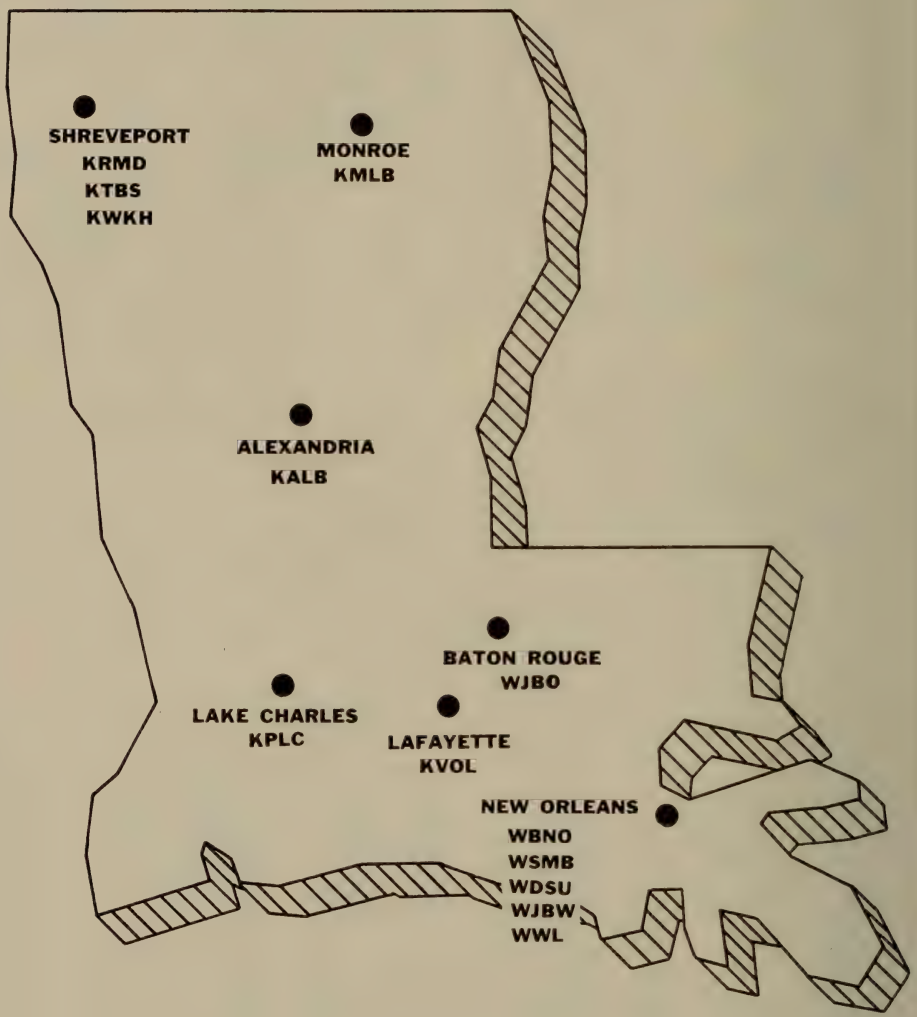
LOUISIANA

(260,000 radio homes)

Radio Homes by Counties

Acadia	4,000	Iberia	2,800	St. Charles	900
Allen	1,400	Iberville	2,300	St. Helena	500
Ascension	1,700	Jackson	1,400	St. James	1,100
Assumption	1,300	Jefferson	3,500	St. John the Baptist	1,100
Avoyelles	2,600	Jefferson Davis	2,200	St. Landry	5,100
Beauregard	1,300	Lafayette	4,200	St. Martin	1,700
Bienville	1,800	Lafourche	3,000	St. Mary	2,800
Bossier	2,200	La Salle	1,200	St. Tammany	2,200
Caddo	23,600	Lincoln	1,100	Tangipahoa	4,300
Calcasieu	6,500	Livingston	1,100	Tensas	1,300
Caldwell	900	Madison	1,500	Terrebonne	2,900
Cameron	300	Morehouse	2,500	Union	1,500
Catahoula	900	Natchitoches	3,100	Vermilion	2,600
Claiborne	2,800	Orleans	90,800	Vernon	1,600
Concordia	1,000	Ouachita	8,900	Washington	3,400
De Soto	2,600	Plaquemines	700	Webster	2,600
East Baton Rouge	12,100	Pointe Coupee	1,500	West Baton Rouge	800
East Carroll	1,400	Rapides	7,900	West Carroll	1,000
East Feliciana	1,200	Red River	1,200	West Feliciana	800
Evangeline	1,600	Richland	2,100	Winn	1,300
Franklin	2,400	Sabine	2,200		
Grant	1,300	St. Bernard	400		

LOUISIANA


SHREVEPORT
KRMD
KTBS
KWKH
MONROE
KMLB
ALEXANDRIA
KALB
BATON ROUGE
WJBO
LAKE CHARLES
KPLC
LAFAYETTE
KVOL
NEW ORLEANS
WBNO
WSMB
WDSU
WJBW
WWL

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. *Phone:* 65. *Power:* 100 watts on 1420 kc (to sunset). *Affiliation:* None. *Opened:* Sept. 21, 1935. (Note: Application pending for 1210 kc unlimited time.)

General manager, station manager: James W. Worthington. *Commercial manager:* Gordon Hilton. *Program director:* Kenneth E. White. *Chief engineer:* Paul E. Curtis.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room for 300. *Merchandising:* None. *Foreign language programs:* None needed in this area. *Artists bureau:* None. *Stock:* Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. *Base rate:* $47.25.

Copy restrictions: None.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. *Phone:* 3647. *Power:* 100 watts on 1420 kc. (has construction permit for 500 watts on 1120 kc., unlimited, except 8 to 9 p.m. Friday and Monday evenings). *Affiliation:* Southern Broadcasting Network (regional); NBC Blue. *Opened:* 1924 (in New Orleans; in Baton Rouge since Dec. 12, 1934). (Note: This station is newspaper-affiliated with the Baton Rouge State-Times and Morning Advocate.)

Vice-president and general manager: H. Vernon Anderson. *Commercial manager:* Roy Dabadie. *Program director:* Paul Goldman. *Chief engineer:* Wilbur Golson. *Musical director:* Dardanella Mullen. *Publicity director:* Ralph Rogers.

Rep: None. *News:* AP. *Seating facilities:* About 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Chas. P. Manship, Sr. and Chas. P. Manship, Jr. *Base rate:* $44.

Copy restrictions: Beer and light wines accepted; no hard liquors; all copy must conform to Federal Trade Commission rules.

KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., 300 Jefferson St. *Phone:* 336. *Power:* 100 watts on 1310 kc. *Affiliation:* Louisiana Network. *Opened:* July 29, 1935. (Note: this station is affiliated with the Louisiana Daily Advertiser.)

President: Morgan Murphy. *Station manager:* George H. Thomas. *Commercial manager:* Robert A. Escudier. *Chief engineer:* James G. Cooper. *Publicity director:* Mrs. Hazel Guilbeau.

Rep: None. *News:* AP. *Seating facilities:* 50 persons. *Merchandising:* Window displays. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Accept beer, wine, liquor, and some patent medicine advertising; all copy must conform to station's standards and government regulations.

KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. *Phone:* 82. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* April 26, 1935.

General manager: L. M. Sepaugh. *Station manager:* C. R. Porter. *Commercial manager:* Frank Carroll. *Program director:* Kenneth McDaniel. *Chief engineer:* E. C. Moses.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* Reception room, seating 15 persons. *Merchandising:* Reasonable services offered free of charge. *Foreign language programs:* Accept French programs only, and these are restricted to a certain period of the day. *Artists bureau:* None. *Base rate:* $45.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. *Phone:* 4321. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. *Station manager:* J. C. Liner, Sr. *Program director, artists bureau head, musical director:* Don Breitenmoser. *Chief engineer:* O. L. Morgan.

Rep: Radio Markets, Inc. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $50.

Copy restrictions: Light wines and beer advertising accepted at any time; hard liquors only after 9 p.m., with careful scrutiny of copy; all copy must be in good taste in the opinion of the station management.

WBNO, NEW ORLEANS

Operator: The Coliseum Place Baptist Church, 720 Common St. *Power:* 100 watts on 1200 kc (shares time with WJBW). *Affiliation:* None.

Managing director: Edward R. Musso.

Rep: Cox and Tanz. *Base rate:* $25 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. *Phone:* Raymond 7135. *Power:* 1,000 watts on 1250 kc. *Affiliation:* NBC Blue. *Opened:* July 23, 1923.

President: J. H. Uhalt. *Vice-president, commercial manager:* P. K. Ewing. *Program director:* Earl H. Smith. *Chief engineer:* D. R. Hines. *Musical director:* Albert A. Hodges.

Rep: Transamerican Broadcasting & Television Corp. *News:* Transradio; RNA. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours;" all copy must conform to government regulations and station approval.

WJBW, NEW ORLEANS

Operator: C. C. Carlson, Godchaux Bldg. *Power:* 100 watts on 1200 kc (shares time with WBNO). *Affiliation:* None.

Rep: None. *Base rate:* $26 (½ hr.).

No other information available after repeated requests.

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. *Phone:* Main 5920. *Power:* 1,000 watts on 1320 kc. *Affiliation:* NBC South-central Group. *Opened:* April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; station is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

President: E. V. Richards. *General manager:* H .Wheelahan. *Commercial manager:* T. J. Fontelieu. *Program director, artists bureau head:* W. J. Brengel. *Chief engineer:* H. G. Nebe. *Musical director:* None listed; duties assumed by various persons. *Publicity director:* Don Lewis.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Lobby, 300 capacity; also Maison Blanche Auditorium, capacity 1,000. *Merchandising:* Any reasonable service rendered, but cost must be borne by advertiser. *Foreign language programs:* None on station currently; French and Italian could be used. *Artists bureau:* Acts as supply house for talent, rather than contractor of permanent artists; picks performers from Local Union

WSMB

FOR 12 YEARS NEW ORLEANS' MOST POPULAR STATION

• • •

Reason: Our best efforts concentrated on Programs and Showmanship all the time

New high-efficiency antenna and latest type high fidelity equipment assures clients best possible coverage for a regional station

WSMB TESTIMONIALS:

500,000 New Orleanians
1,200,000 Country and Small City Residents

Musicians and Little Theatre, offering them a chance on the air on a rotating basis. *Base rate:* $130 (half hour).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 p.m.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls.

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. *Phone:* Raymond 2196. *Power:* 10,000 watts on 850 kc. *Affiliation:* CBS. *Opened:* March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. *Station manager:* Vincent F. Callahan. *Assistant manager:* Capt. A. C. Pritchard. *Program director:* James Willson. *Chief engineer:* J. D. Bloom, Jr. *Musical director:* Karl Lellky.

Rep: None. *News:* UP. *Seating facilities:* Dome Room, 600 persons. *Merchandising:* Charge for services; circular letters, up to 300, $4.50, plus postage; local telephone calls, 10c. apiece; local personal calls, 50c. apiece. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Station is wholly owned by Loyola University. *Base rate:* $130 (half hour).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency; no advertising from dentists; no unethical products.

KRMD, SHREVEPORT

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. *Phone:* 6171. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

Station head: L. M. Sepaugh. *Station and commercial manager:* G. V. Wilson. *Program and publicity director:* W. E. Rowens, Jr. *Chief engineer:* R. M. Dean.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: None listed.

KTBS, SHREVEPORT

Operator: Tri State Broadcasting System, Commercial Bldg. *Phone:* 4171. *Power:* 1,000 watts on 1450 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1928. (Note: This station is newspaper-owned by the Shreveport Times as is KWKH of the same city).

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* B. G. Robertson. *Chief engineer:* C. H. Maddox. *Publicity director:* Jack Keasler.

Rep: The Branham Co. *News:* UP. *Seating facilities:* 75 persons (studios shared with KWKH). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by the Times Publishing Co., Ltd. *Base rate:* $90 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.

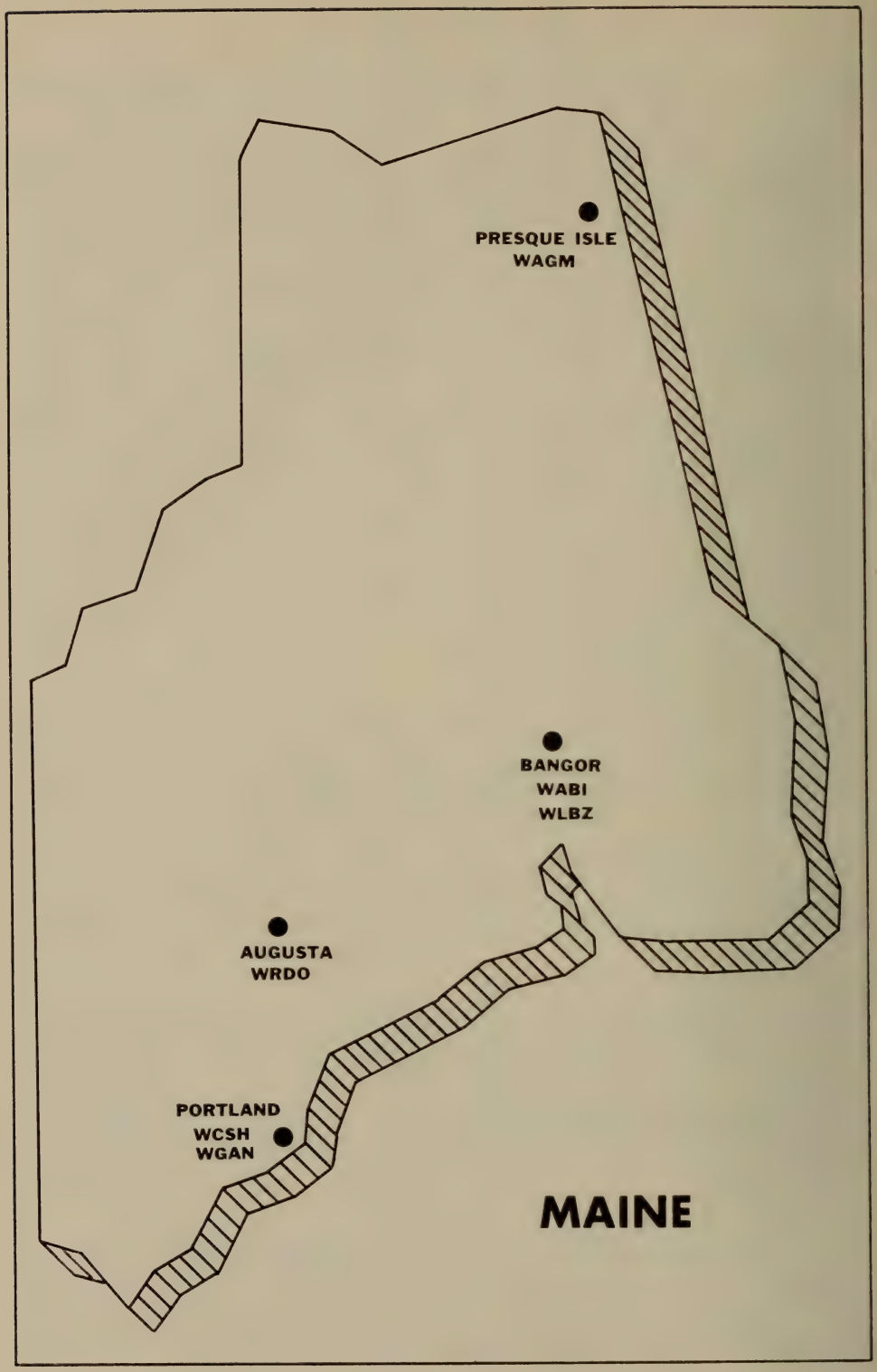
KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. *Phone:* 4171. *Power:* 10,000 watts on 1100 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: This station is newspaper-owned by the Shreveport Times as is KTBS of the same city.)

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* Fred Ohl. *Chief engineer:* William E. Antony. *Publicity director:* Jack Keasler.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* 75 persons (shared with KTBS). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Times Publishing Co., Ltd. *Base rate:* $100 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.


PRESQUE ISLE
WAGM
BANGOR
WABI
WLBZ
AUGUSTA
WRDO
PORTLAND
WCSH
WGAN
MAINE

MAINE

(163,600 radio homes)

Radio Homes by Counties

Androscoggin	16,600	Knox	6,600	Somerset	6,700
Aroostook	14,600	Lincoln	3,200	Waldo	3,800
Cumberland	30,300	Oxford	7,600	Washington	6,400
Franklin	4,000	Penobscot	20,000	York	14,200
Hancock	7,000	Piscataquis	3,300		
Kennebec	15,500	Sagadahoc	3,800		

WRDO, AUGUSTA

Operator: Capital Broadcasting Co., Inc., 1 Commercial St. *Phone:* 2285. *Power:* 100 watts on 1370 kc. *Affiliation:* Colonial, Yankee, Mutual, Maine Broadcasting Systems. *Opened:* Feb. 23, 1932.

Station manager: Conrad E. Kennison. *Commercial manager:* Walter Weightman. *Chief engineer:* Harold Dinsmore.

Rep: None. *News:* Yankee Network News Service; Maine News Service (local). *Seating facilities:* None. *Merchandising:* Contact dealers and prospective dealers in region, personally or by mail. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards.

WABI, BANGOR

Operator: Community Broadcasting Co., State St. *Phone:* 6658. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June 30, 1923.

General manager: F. B. Simpson. *Station manager:* B. M. Havey. *Commercial manager:* Guy Corey. *Program director:* R. M. Wallace. *Chief engineer:* Nelson Lawson. *Artists bureau head:* Addison Palmer.

Rep: Niles, Field & Associates (New York). *News:* None. *Seating facilities:* Approximately 100. *Merchandising:* None.

For the Best Results Use

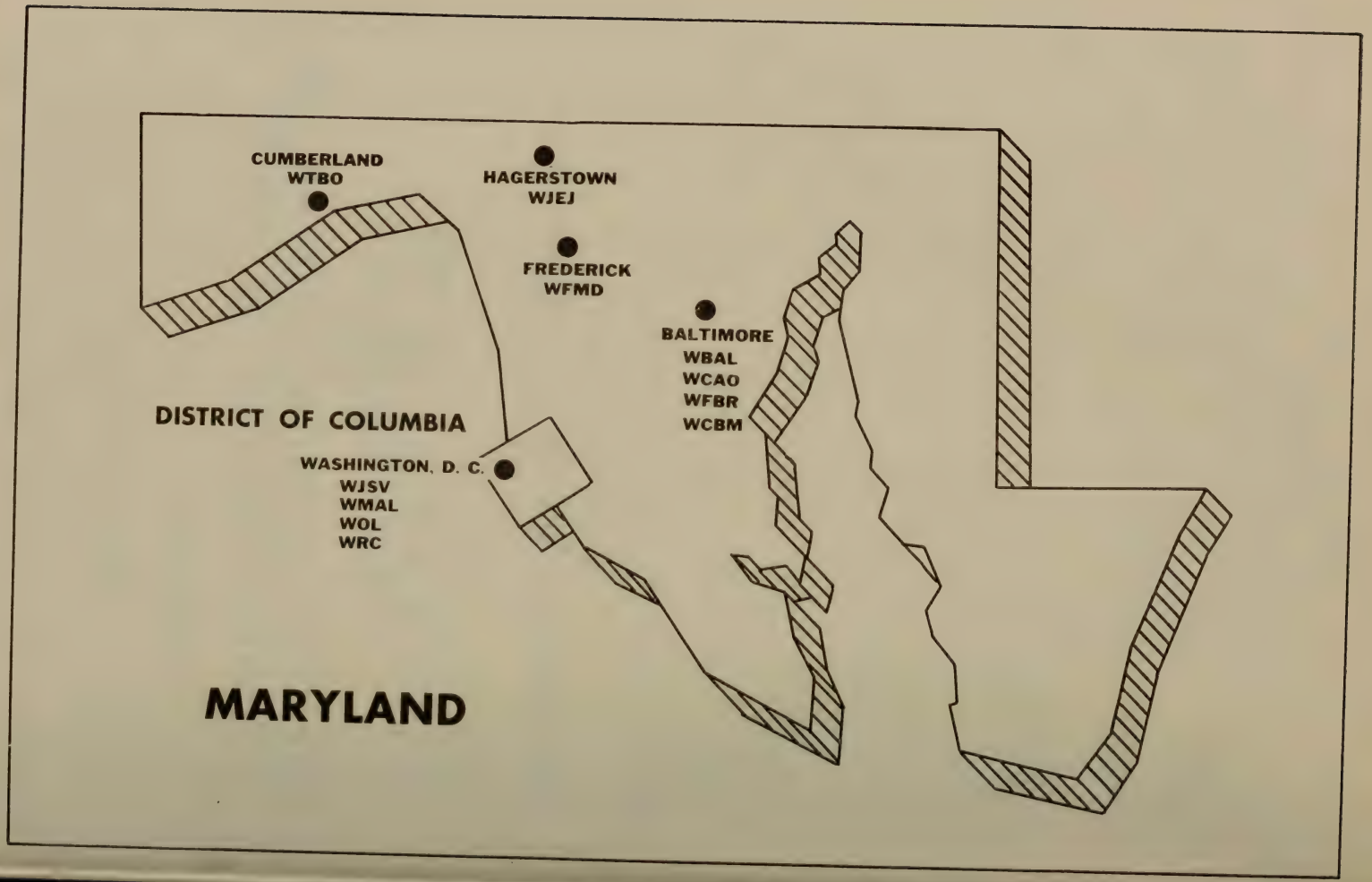
"THE MAINE STATION FOR MAINE PEOPLE"

WLBZ

THE STATION WITH A CHARACTER CHARACTERISTIC OF MAINE

Thompson L. Guernsey

Founder and Managing Director


CUMBERLAND
WTBO
HAGERSTOWN
WJEJ
FREDERICK
WFMD
BALTIMORE
WBAL
WCAO
WFBR
WCBM
DISTRICT OF COLUMBIA
WASHINGTON, D. C.
WJSV
WMAL
WOL
WRC
MARYLAND

Foreign language programs: Accept both programs and announcements. *Artists bureau:* No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. *Stock:* Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. *Base rate:* $50.

Copy restrictions: Copy passed at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 p.m.

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. *Phone:* 6023; 9808. *Power:* 1,000 and 500 watts on 620 kc. *Affiliation:* CBS; Yankee Network. *Opened:* 1926; operated as 1-EE previously (1921).

Manager-director, publicity: Thompson L. Guernsey. *Commercial manager:* Edward Guernsey. *Program director:* Jack Atwood. *Chief engineer:* Bernard Kellom. *Musical director:* Norman Lambert.

Rep: Weed & Co. *News:* Yankee Network News Service; own local reporting. *Seating facilities:* Studio, 120; observation room, 25. *Merchandising:* Contact dealers; distribute publicity and promotional material to wholesalers. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holder is Thompson L. Guernsey. *Base rate:* $100.

Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate.

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. *Phone:* 3-9667. *Power:* 2,500 and 1,000 watts on 940 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* June 25, 1925.

President: Henry P. Rines. *Director:* George F. Kelley, Jr. *Commercial manager:* Linwood T. Pitman. *Program director:* Albert Willard Smith. *Chief engineer:* Fred Crandon. *Musical director:* Arthur F. Kendall.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* French language broadcasts occasionally accepted, but not invited. *Artists bureau:* Nominally maintained to pick artists from available supply in city. *Base rate:* $160.

Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words.

WGAN, PORTLAND

Operator: Portland Broadcasting System, Inc. *Power:* 500 watts on 640 kc (operates limited hours with dominant station on its channel—KFI). *Affiliation:* None. (Note: this station is newspaper affiliated with the Portland Press Herald and the Portland Express—Gannett papers.

No other information available.

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. *Power:* 100 watts on 1420 kc (operates on specified hours). *Affiliation:* None.

Rep: None. *Base rate:* $40.

Copy restrictions: Accept beer and wine and hard liquors.

MARYLAND

(320,000 radio homes)

Radio Homes by Counties

Allegany	13,300	Charles	1,600	Queen Annes	1,600
Anne Arundel	8,500	Dorchester	3,400	St. Marys	1,500
Baltimore	211,300	Frederick	8,300	Somerset	2,400
Baltimore City (Inc. in Baltimore County)		Garrett	2,000	Talbot	3,100
		Harford	5,200	Washington	10,900
Calvert	1,300	Howard	2,200	Wicomico	5,500
Caroline	2,400	Kent	2,200	Worcester	3,200
Carroll	5,600	Montgomery	11,100		
Cecil	4,000	Prince Georges	9,400		

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. *Phone:* Plaza 4900. *Power:* 10,000 watts on 1060 kc. *Affiliation:* NBC Basic Blue. *Opened:* November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.

Station and commercial manager: Edwin M. Spence. *Program director:* Gustav

BALTIMORE IS A 350 MILLION DOLLAR MARKET!

59.9% of Baltimore's families OWN THEIR OWN HOMES--it has the highest rate of home-ownership of any large city in the United States . . .

WFBR is Baltimore's first-choice radio station!



Klemm. *Chief engineer:* Gerald W. Cooke. *Musical director:* Bob Iula. *Publicity director:* Edward Codel.

Rep: Hearst Radio. *News:* INS; UP; Universal. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval.

WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. *Phone:* Madison 7222. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* CBS. *Opened:* May, 1922.

Executive vice-president, station manager, commercial manager: J. Thomas Lyons. *Program director, publicity director:* Gordon A. Scheihing. *Chief engineer:* Martin L. Jones.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* 47,500 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. *Base rate:* $300.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 p.m.; limit the number of patent medicine advertisers.

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., 114 W. Lexington St. *Phone:* Plaza 5350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* 1924.

President: John Elmer. *Station and commercial manager:* George Roeder. *Chief engineer:* G. Porter Houston.

Rep: None. *News:* INS, Universal. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Accepted; governed by same rules as regular announcements. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and Pure Food & Drug Act.

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., 7 St. Paul St. *Phone:* Plaza 6030. *Power:* 1,000 and 500 watts on 1270 kc. *Affiliation:* NBC Basic Red. *Opened:* June 4, 1922.

President: Robert S. Maslin. *Executive vice-president:* Hope H. Barroll, Jr. *Commercial manager:* Purnell H. Gould. *Program director:* Bert Hanauer. *Chief engineer:* William Q. Ranft. *Artists bureau head, musical director:* Joseph Imbrogulio. *Publicity director:* Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Studio, 200 persons; also main ballroom of Lord Baltimore Hotel, 500. *Merchandising:* Have department; send letters to dealers; pre-program announcements; stage dealer meetings; furnish sponsor with route lists; display client's wares in studios; check response to programs among dealers and consumers (former by phone, latter by mail); will mail 50 letters or make 50 calls free in any phase of merchandising service—further service billed at cost; tie-up with seven county newspapers and one Baltimore daily in addition to screen trailers used for free advertising for spot program advertisers. *Foreign language programs:* Accepted at restricted time. *Artists bureau:* Setup nominal only. *Base rate:* $300.

Copy restrictions: Not over four minutes of commercial in a 15-minute program; no comparative price mentions; will take beer and wine programs, but not announcements only; no hard liquor advertising; no laxative announcements after 6 p.m.; station is associate member of the Proprietary Association.

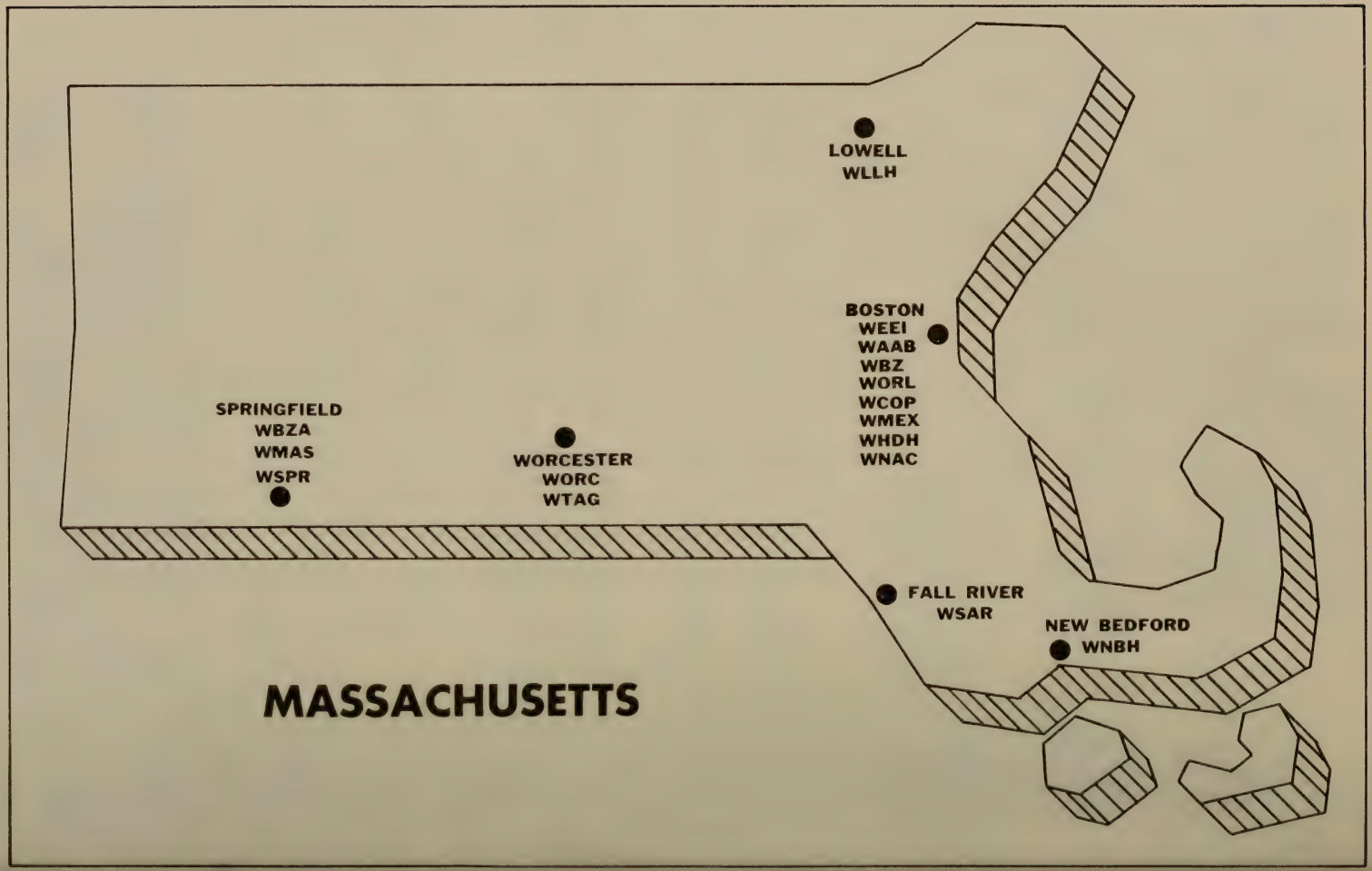
WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. *Phone:* Cumberland 299. *Power:* 250 watts on 800 kc. (to sunset). *Affiliation:* Quaker State Network. *Opened:* October, 1929.

Treasurer, general manager: H. B. McNaughton. *Program director:* Robert Roasmond. *Chief engineer:* George Lennert.

Rep: Joseph Hershey McGillvra. *News service:* Transradio. *Seating facilities:* About 75 persons. *Merchandising:* Dealer contacts, trade and consumer publicity gratis. *Foreign language programs:* Accepted; German only foreign language of value in this area. *Artists bureau:* None. *Stock:* Principally held by Roger W. Clipp, president, and Frank Becker, vice-president. *Base rate:* $86.25.

Copy restrictions: Accept all alcoholic beverages if copy is in good taste; copy


LOWELL
WLLH
BOSTON
WEEI
WAAB
WBZ
WORL
WCOP
WMEX
WHDH
WNAC
SPRINGFIELD
WBZA
WMAS
WSPR
WORCESTER
WORC
WTAG
FALL RIVER
WSAR
NEW BEDFORD
WNBH
MASSACHUSETTS

should not be out of balance with entertainment phases of programs.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Francis Scott Key Hotel. *Phone:* 1466. *Power:* 500 watts on 900 kc (to local sunset). *Affiliation:* None. *Opened:* Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. *Program director, artists bureau head:* Bob Longstreet. *Chief engineer:* John A. Fels. *Musical director:* Winston Shipley. *Publicity director:* Deane Long.

Rep: None. *News:* Transradio. *Seating facilities:* Winchester Hall, capacity 500. *Merchandising:* None formulated as yet; clients largely local. *Foreign language programs:* Would accept, but population doesn't warrant such programs. *Artists bureau:* Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." *Base rate:* $60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Lovely Dame Bldg. *Phone:* 2323. *Power:* 100 watts on 1210 kc. (daytime; has been granted specified hour nighttime operation with 50 watts, which will be effective as soon as engineering rules of the FCC are met). *Affiliation:* None. *Opened:* Oct. 29, 1932.

Manager: Grover C. Crilley. *Assistant manager, program director, artists bureau head, musical director:* William H. Paulsgrove. *Commercial manager:* C. H. Myers. *Chief engineer:* Harold Brewer.

Rep: None. *News:* Transradio. *Seating facilities:* auditorium arrangement for presenting public shows; capacity 600; admission to be charged, if any, is optional with the sponsor. *Merchandising:* No information given. *Foreign language programs;* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $45 (one hour one week).

Copy restrictions: Accept beer, wines and hard liquors; patent medicines must stand scrutiny of Food & Drugs Administration; all copy must conform with government regulations.

MASSACHUSETTS

(946,900 radio homes)

Radio Homes by Counties

Barnstable	8,700	Franklin	11,800	Norfolk	68,800
Berkshire	27,300	Hampden	80,000	Plymouth	40,900
Bristol	73,700	Hampshire	15,800	Suffolk	190,900
Dukes	1,300	Middlesex	203,200	Worcester	105,600
Essex	117,900	Nantucket	1,000		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 500 watts on 1410 kc. *Affiliation:* Colonial Network, Mutual Broadcasting System. *Opened:* April 20, 1931.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* William Warner. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* A. Stephenson.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. *Foreign language programs:* Accepts certain types; acceptance depends on merit as public entertainment. *Artists bureau:* Yes; has complete roster of talent. *Base rate:* $200.

Copy restrictions: Accept beer, wines, liquor; Better Business Bureau and Proprietary Association consulted.

WBZ-WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric & Mfg. Co.; leased and programmed by the National Broadcasting Co., Inc. WBZ: Hotel Bradford, Boston. WBZA: Hotel Kimball, Springfield. *Phone:* WBZ: Hancock 4261; WBZA: Springfield 2-1613. *Power:* WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: both stations operate simultaneously and in synchronism on the same frequency and wavelength.) *Affiliation:* NBC Basic Blue. *Opened:* WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924. (Note: both stations joined the NBC Blue on Jan. 1, 1927; they were leased from Westinghouse March 1, 1932.)

WAAB

The Sports Station of New England . . .

KEY station of the Colonial Network. Mutual Broadcasting System outlet . . . New England's outstanding sports station, featuring exclusive play-by-play broadcasts of major league baseball games, collegiate and professional football, boxing, wrestling, hockey, racing broadcasts from local tracks and race results from tracks throughout the country, and more outside pickups than any other radio station in New England. . . . Commands in Boston more listeners than any other local station, exclusive of major network stations. Has 20.3% more listeners than first competing outlet—118.3% more listeners than second competing outlet, based on audiometer (mechanically recorded) survey. . . . Provides complete low-cost coverage of the entire Metropolitan Boston area. . . . Among local stations (as distinguished from major network stations) carries largest volume of local business by a wide margin.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK DETROIT CHICAGO SAN FRANCISCO

General manager: John A. Holman. *Commercial manager:* Gordon B. Ewing. *Program director:* John F. McNamara. *Chief engineer:* Dwight A. Myer. *Artists bureau head:* Cleon B. White. *Musical director:* John H. Wright. *Publicity director:* George A. Harder.

Rep: National Broadcasting Co. *News:* UP; Press-Radio. *Seating facilities:* Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* $400.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules.

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. *Phone:* Commonwealth 1717. *Power:* 500 watts on 1120 kc (operates daytime). *Affiliation:* None. *Opened:* Aug. 26, 1935.

President: Harold A. Lafount. *Station manager:* Gerard H. Slattery. *Program director:* Arthur Leary. *Chief engineer:* Whitman Hall. *Publicity director:* James Donovan.

Rep: Weed & Company. *News:* Transradio. *Seating facilities:* Public function rooms of hotel used, capacity 2,000. *Merchandising:* Contacts with distributing houses; forward promotional material for the advertiser; tabulate and sort contest mail. *Foreign language programs:* Accepted if English translation is submitted in advance. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Alcoholic beverages accepted; patent medicines must have Federal Trade Commission approval; commercial copy "carefully edited and must comply with station regulations."

WEEI, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. *Phone:* Hubbard 2323. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* CBS. *Opened:* Sept. 29, 1924.

Station manager: Harold E. Fellows. *Commercial manager:* Roy Marks. *Program director:* Arthur F. Edes. *Chief engineer:* Phillip K. Baldwin. *Production manager, musical director:* Lloyd G. Del Castillo. *Publicity director:* L. S. Whitcomb.

Rep: Radio Sales, Inc. *News:* UP, Herald-Traveler (local). *Seating facilities:* Studio A, seating 100 persons; Salle Moderne, Hotel Statler, seating 500; Grand Ball Room, Hotel Statler, seating 1,200. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Stock:* Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS.

Copy restrictions: See CBS program policies.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. *Power:* 1,000 watts on 830 kc (daytime). *Affiliation:* None.

General manager: R. G. Matheson.

Rep: None. *Bate rate:* $100.

No further information available after several requests.

WMEX, BOSTON

Operator: Northern Corporation, Brookline Ave. *Phone:* Commonwealth 3900. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* October 18, 1934.

Managing director, station manager, chief engineer: Alfred J. Pote. *Commercial manager:* A. Alfred Wasser. *Program director, artists bureau head:* John E. Reilly. *Musical director:* Harrison Flint. *Publicity director:* Vivienne M. Cameron.

Rep: Craig & Hollingbery, Inc. *News:* Christian Science Monitor. *Seating facilities:* Studio A, 100 persons; Studio B, 50. *Merchandising:* None. *Foreign language programs:* Accept Italian programs. *Artists bureau:* Setup nominal only. *Stock:* Principally held by A. M. Iovanna, M. E. Gorman and Josephine Cunningham. Base *rate:* $120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station.

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 5,000 and 1,000 watts on 1230



THIS IS . . . the house[1] that has the power[2] that pumps the words[3] that sell the goods[4] that people[5] buy who live in the town of Boston.[6]

1. house, and new high-fidelity transmitter with directional antenna system: dedicated April 3, 1937. **2. power:** increased to 5,000 watts, daytime, April 3, 1937. **3. words:** in 60, 30, 15, 10, 5 minute programs; and announcements in 3 participating program periods. **4. goods:** WEEI carries 226 weekly commercial programs, representing 143 different products and services. **5. people:** WEEI serves an area in which 4 million people live and buy. **6. town of Boston:** we mean that area served by WEEI, where Bostonians, those who are called "Bostonians," and *most* New Englanders live.



WEEI—**BOSTON 5,000** watts day, **1,000** night. Operated by the Columbia Broadcasting System • Represented by RADIO SALES: NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

kc. *Affiliation:* NBC Basic Red, The Yankee Network. *Opened:* July 31, 1922.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* C. W. Phelan. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* Gerald Harrison.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. *Foreign language programs:* Does not accept. *Artists bureau:* Yes; complete talent roster. *Base rate:* $400.

Copy restrictions: Beer, wines, liquor accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules.

WORL, BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. *Phone:* Commonwealth 5100. *Power:* 500 watts on 920 kc (daytime). *Affiliation:* None. *Opened* 1926 (as WBSO; call letters changed in 1936).

President: Harold A. Lafount. *Station manager, commercial manager:* W. Cort Treat. *Program director, musical director:* Stanley Schultz. *Chief engineer:* George Luckey. *Publicity director:* Harry Marble.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor. *Merchandising:* Maintains such a department; no details given. *Foreign language programs:* Accepted; translation must be furnished in advance. *Base rate:* $75.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station approval.

WSAR, FALL RIVER

Operator: Doughty & Welch Electric Co., Academy of Music Bldg., South Main St. *Phones:* 450-451. *Power:* 1,000 watts on 1450 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* 1921.

President, treasurer, station manager: William T. Welch. *Commercial manager, publicity director:* Archibald Gillis. *Program director, artists bureau head:* J. Y. Welch. *Chief engineer:* John C. Pavis. *Musical director:* Harry W. Craig.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* Three studios, largest one seating 100 persons. *Merchandising:* Publicity, coverage and market data offered free; all other services rendered at actual cost. *Foreign language programs:* Accepted; French, Italian, Portuguese, Polish and Assyrian programs current; copy subject to station approval or revision. *Artists bureau:* Setup nominal only. *Base rate:* $120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those of the FCC.

WLLH, LOWELL

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. *Phone:* Lowell 2121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* Oct. 10, 1934.

President: A. S. Moffat. *Station manager, program director:* Robert F. Donahue. *Commercial manager:* Haskell Bloomberg. *Chief engineer:* William MacDonald.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service; also own local news service. *Seating facilities:* Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. *Merchandising:* Give air plugs, as well as publicity in the Lawrence Telegram, with which station has reciprocal agreement. *Foreign language programs:* Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Take wine, beer, hard liquors, but copy must not tend to encourage their use; other copy must conform to "commonly accepted standards."

WNBH, NEW BEDFORD

Operator: E. Anthony & Sons, Inc., 251 Union St. *Phone:* 5533. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* May, 1921, as WDAU; later changed to WBBG; as WNBH since 1925. (Note: This station is newspaper-owned: Mercury and Standard-Times.)

General manager: Irving Vermilya. *Commercial manager, program director:* Sol Chain. *Chief engineer:* Clyde Pierce.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. *Foreign language pro-*

WNAC

Always Boston's Most Popular Station

KEY station of The Yankee Network. NBC Red Network outlet. . . . Blankets the 80 cities and towns of the Metropolitan Boston area, serving a population of 2,307,-897. . . . By every independent survey ever made—house-to-house, co-incidental telephone or audiometer—WNAC has led all Boston stations in all-day average of listeners. Commands 22.0% more listeners than the first competing outlet—43.2% more listeners than the second competing outlet. . . . First in showmanship on the strength of Yankee Network News Service and other headline programs originating in WNAC studios. First in dealer acceptance by actual volume of local contracts.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK DETROIT CHICAGO SAN FRANCISCO

grams: Accepted at any time under same rules as English programs. *Artists bureau:* Setup nominal only. *Base rate:* $100.

Copy restrictions: Laxative advertising not accepted; beer and light wines okay; no hard liquor; no Beano, Bingo or Bank Nights.

WBZA, SPRINGFIELD

For complete description of this station, see WBZ-WBZA, Boston.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Stonehaven. *Phone:* 7-1414. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1932.

President: A. S. Moffat. *Station manager:* A. W. Marlin. *Commercial manager:* Edward J. Samuel. *Program director, artists bureau head:* F. Turner Cooke. *Chief engineer:* James L. Spates. *Musical director:* Paul Pelletier. *Publicity director:* Warren Greenwood.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Two studios, accommodate about 35 persons. *Merchandising:* Service rendered to sponsor in accordance with needs. *Foreign language programs:* Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and French programs. *Artists bureau:* Setup maintained nominally only. *Base rate:* $125.

Copy restrictions: Accept beer, wine and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

WSPR, SPRINGFIELD

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. *Phone:* 6-2757. *Power:* 500 watts on 1140 kc. (operates to 1 hour after sunset). *Affiliation:* Mutual Broadcasting System; Colonial Network; Yankee Network. *Opened:* June 3, 1936.

President, station manager: Quincy A. Brackett. *Commercial manager:* Milton W. Stoughton. *Program, musical and publicity director; artists bureau head:* Wayne H. Latham. *Chief engineer:* Hillis W. Holt.

Rep: Sears & Ayer, New York and Chicago; James F. Fay, Boston. *News:* Transradio. *Seating facilities:* Reception room, capacity not listed; local theatre, 200 persons. *Merchandising:* Supply coverage and market data; comprehensive information and suggestions for merchandising; cooperate in any plans worked out by sponsor. *Foreign language programs:* Will accept, but endeavor to keep them down to a minimum. *Artists bureau:* Setup nominal only. *Base rate:* $90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually.

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 60 Franklin St. *Phone:* 5-3101. *Power:* 500 watts on 1280 kc. *Affiliation:* CBS. *Opened:* February, 1925.

Owner, operator: Alfred F. Kleindienst. *Station manager:* E. E. Hill. *Commercial manager:* W. R. Moran. *Program director:* A. S. Hall. *Musical director:* R. D. Brooks.

Rep: Craig and Hollingbery, Inc. *News:* Transradio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any type of merchandising is provided at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer, wines and liquors, if "in good taste and offensive to no one," but do not solicit these accounts; well-known patent medicines accepted.

WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. *Phone:* 5-4321. *Power:* 1,000 watts on 580 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* May 1, 1924. (Note: This station is newspaper-owned; Worcester Telegram and Worcester Gazette.)

Managing director: John J. Storey. *Commercial manager:* Howard J. Perry. *Program director, musical director:* Lillian Moynihan. *Chief engineer:* Prof. Hobart H. Newell. *Publicity director:* Dorothy Mattison.

Rep: Weed and Co. *News:* Use news from the parent papers five times daily. *Seating facilities:* Studio A, 50 persons; studio B, 25 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $160.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors.

MICHIGAN


CALUMET
WHDF
MARQUETTE
WBEO
IRONWOOD
WJMS
MUSKEGON
WKBZ
SAGINAW
WJOY
BAY CITY
WBCM
LAPEER
WMPC
GRAND RAPIDS
WOOD-WASH
LANSING
WJIM
FLINT
WFDF
ROYAL OAK
WEXL
EAST LANSING
WKAR
DETROIT
CKLW
WJBK
WJR
WMBC
WWJ
WXYZ
KALAMAZOO
WKZO
JACKSON
WIBM
BATTLE CREEK
WELL

MICHIGAN

(936,600 radio homes)

Radio Homes by Counties

Alcona	500	Gratiot	4,600	Missaukee	1,000
Alger	1,400	Hillsdale	5,300	Monroe	8,100
Allegan	5,400	Houghton	8,200	Montcalm	4,100
Alpena	3,700	Huron	5,400	Montmorency	300
Antrim	1,300	Ingham	26,100	Muskegon	16,500
Arenac	1,000	Ionia	4,900	Newaygo	2,500
Baraga	1,100	Iosco	1,200	Oakland	34,200
Barry	3,500	Iron	3,000	Oceana	2,000
Bay	12,400	Isabella	3,600	Ogemaw	1,300
Benzie	1,100	Jackson	17,300	Ontonagon	1,300
Berrien	16,200	Kalamazoo	21,900	Osceola	1,900
Branch	4,200	Kalkaska	500	Oscoda	200
Calhoun	18,700	Kent	51,800	Otsego	800
Cass	3,000	Keweenaw	400	Ottawa	10,200
Charlevoix	2,100	Lake	400	Presque Isle	1,300
Cheboygan	2,000	Lapeer	4,200	Roscommon	300
Chippewa	4,700	Leelanau	900	Saginaw	22,000
Clare	1,100	Lenawee	10,200	St. Clair	13,600
Clinton	3,400	Livingston	3,400	St. Joseph	5,100
Crawford	700	Luce	1,000	Sanilac	3,700
Delta	6,000	Mackinac	1,300	Schoolcraft	1,600
Dickinson	4,200	Macomb	12,400	Shiawassee	6,600
Eaton	5,100	Manistee	3,000	Tuscola	5,200
Emmet	3,200	Marquette	8,300	Van Buren	5,900
Genesee	39,900	Mason	3,400	Washtenaw	17,000
Gladwin	900	Mecosta	2,300	Wayne	398,300
Gogebic	5,500	Menominee	3,800	Wexford	2,800
Grand Traverse	4,500	Midland	3,200		

WELL, BATTLE CREEK

Operator: Enquirer and News Co., 1 W. Michigan Ave. *Phones:* 5655; 7166. *Power:* 100 watts on 1420 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining features only). *Opened:* September, 1925. (Note: This station is newspaper owned.)

Owner: A. L. Miller. *Station manager:* Dan E. Jayne. *Commercial manager:* Forrest Flagg Owen. *Chief engineer:* Raymond B. Roof. *Artist bureau head:* Hub Jackson. *Publicity director:* Alden Haight.

Rep: Cox and Tanz. *News:* AP (through newspaper). *Seating facilities:* Studio, capacity 30. *Merchandising:* No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. *Foreign language programs;* No rules; no call for such programs. *Artists bureau:* No regular setup; maintain file of available local talent. *Base rate:* $60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule.

WBCM, BAY CITY

Operator: Bay City Broadcasting Association, Hotel Wenonah. *Phone:* 4212-3. *Power:* 500 watts on 1410 kc. *Affiliation:* Michigan Radio Network. *Opened:* Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: Stanley F. Northcott. *Program director, musical director:* Lionel H. DeRemer. *Chief engineer:* Ralph H. Carpenter.

Rep: Niles, Field & Associates (New York); Cox & Tanz (Philadelphia); Sears-Ayer (Chicago). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None carried. *Base rate:* $140.

Copy restrictions: Beer, wines, alcoholic beverages accepted if properly presented; announcements on patent medicines have to be passed on by the N.A.B.

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co. *Power:* 250 and 100 watts (specified hours). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* $34.20. No other information available.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. *Phone:*



Coverage where it counts

At Home Plate in the Detroit Market

In the Detroit market as in a ball park, "HOME" is the place where important results are determined—the place where the hits are made, where the winning runs are scored, where the final buying decisions are reached. Consequently, the radio advertiser wishing to place his product or service before the buying element in this market must have HOME COVERAGE for his sales messages.

WWJ is the HOME radio station of Detroiters and has enjoyed that distinction for more than 16 years. It is not only first in listener interest in the Detroit market but is also the PREFERRED station of 39% of the city's families. Remember these important facts when planning future schedules in America's fourth market.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

Cadillac 7200. *Studios:* Guaranty Trust Bldg., Windsor. *Phone:* 4-1155. (American Company: Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) *Power:* 5,000 watts on 1030 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 31, 1932.

Vice-president, managing director: Frank Ryan. *Station manager:* J. E. Campeau. *Commercial manager:* L. J. DuMahaut. *Program director:* John Gordon. *Chief Engineer:* W. J. Carter. *Production manager:* Arthur E. Sutton. *Publicity director:* Stephen Douglas.

Rep: Joseph H. McGillvra. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design and layout direct mail, window and counter cards, announcements, publicity, etc., at actual cost. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* $320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules and regulations of Canadian Broadcasting Corporation.

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. *Phone:* TR 2-2000. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* August, 1928.

President, station manager: James F. Hopkins. *Commercial manager:* M. E. Kent. *Program director:* Sybil Krieghoff. *Chief engineer:* Paul Frincke. *Musical director:* Herbert Mertz. *Publicity director:* Billy Morrell.

Reps: Van Cronkhite Associates (foreign language); H. K. Conover Co. (English); Northwest Radio Advertising Co. (in Seattle). *News:* Transradio. *Seating facilities:* None in studios; occasionally use ballroom, but capacity not listed. *Merchandising:* Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over 13-week period. *Foreign language programs:* Accept; currently have Polish, German, Jewish, Italian, Hungarian,

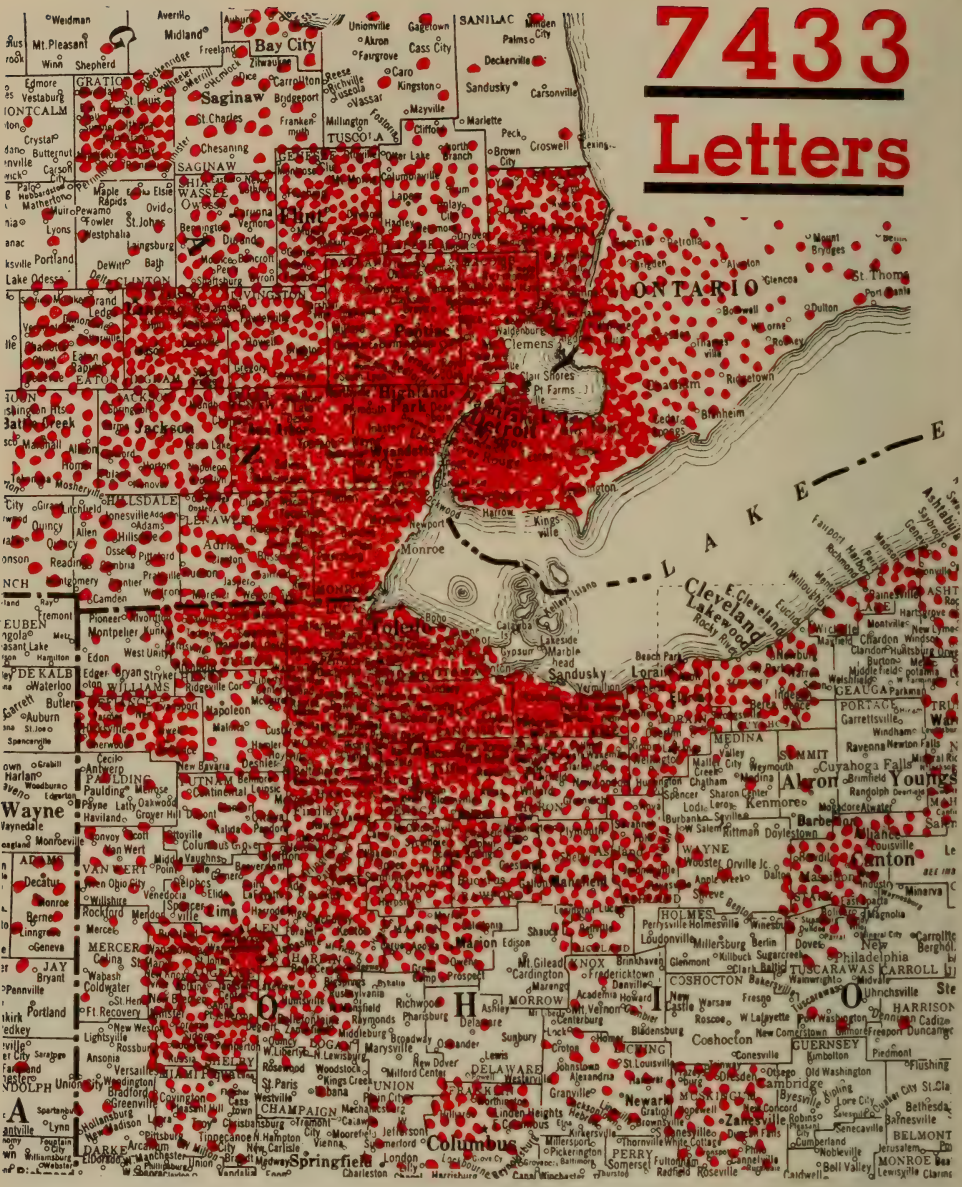
Tie This One!

Drogie Panie Gosposie:—
Piekarze słynnego powolnie wypiekanego chleba WONDER BREAD mają dla was niespodzianke, o której my wam już dzisiaj powiemy. Otóż jutro z każdym zakupnym bochenka chleba WONDER BREAD, specyjalnie dla waszej dziatwy załączony będzie piękny balonik, który znajdować się będzie w środku owijki chleba WONDER BREAD. Pamietajcie więc Drogie Panie Gosposie, zakupcie jutro u waszego grosernika bochenek chleba WONDER BREAD, a otrzymacie piekny balonik dla waszej dziatwy. Oferta ta tylko na jutro, w każdej groserni. Dzieci wasze ucieszczą się gdy dacie im balonik z owijki chleba WONDER BREAD. Wiec nie zapomijcie jutro zakupić bochenek tego smacznego, powolnie wypiekanego chleba WONDER BREAD a otrzymacie w środku owijki balonik.

TWO BROADCASTS OF THIS ANNOUNCEMENT SOLD

25,000 LOAVES OF BREAD

WJBK—DETROIT


7433
Letters
ONTARIO
LAKE
Detroit
Cleveland
Columbus
Springfield
Toledo
Akron
Canton
Monroe
Sandusky
Bay City
Saginaw
Flint
Pontiac
Dearborn
Highland Park
Windsor
Chatham
Niagara Falls
Buffalo
Hamilton
Toronto
Kingston
Ottawa
Peterborough
Sarnia
London
Woodstock
Brantford
Guelph
Kitchener
Stratford
Owen Sound
Barrie
Orillia
Sudbury
North Bay
Timmins
Cochrane
Kapuskasing
Sault Ste. Marie
Thunder Bay
Fort William
Port Arthur
Kenora
Dryden
Red Lake
Sioux Lookout
Geraldton
Longlac
Hearst
Kapuskasing
Moosonee
Moose Factory
James Bay
Hudson Bay
Lake Superior
Lake Huron
Lake Erie
Lake Ontario
Michigan
Ohio
Indiana
Pennsylvania
New York
Wayne
Oakland
Macomb
Monroe
Lenawee
Hillsdale
Jackson
Washtenaw
Livingston
Genesee
Lapeer
St. Clair
Sanilac
Huron
Tuscola
Bay
Midland
Gladwin
Clare
Isabella
Gratiot
Shiawassee
Clinton
Ingham
Eaton
Calhoun
Branch
St. Joseph
Cass
Berrien
Van Buren
Kalamazoo
Allegan
Ottawa
Kent
Ionia
Montcalm
Mecosta
Osceola
Lake
Newaygo
Muskegon
Oceana
Mason
Manistee
Benzie
Leelanau
Grand Traverse
Antrim
Charlevoix
Emmet
Cheboygan
Presque Isle
Alpena
Montmorency
Alcona
Iosco
Ogemaw
Roscommon
Crawford
Otsego
Gladwin
Arenac
Bay City
Saginaw
Midland
Flint
Pontiac
Detroit
Dearborn
Windsor
Chatham
Sandusky
Toledo
Monroe
Cleveland
Akron
Canton
Youngstown
Lorain
Elyria
Medina
Summit
Portage
Trumbull
Mahoning
Columbiana
Carroll
Stark
Wayne
Holmes
Tuscarawas
Coshocton
Guernsey
Muskingum
Licking
Knox
Ashland
Richland
Crawford
Wyandot
Marion
Morrow
Delaware
Union
Champaign
Clark
Greene
Montgomery
Preble
Darke
Miami
Shelby
Logan
Hardin
Auglaize
Mercer
Van Wert
Paulding
Defiance
Williams
Fulton
Henry
Lucas
Ottawa
Sandusky
Seneca
Wood
Hancock
Putnam
Allen
Wyandot
Crawford
Richland
Ashland
Wayne
Holmes
Tuscarawas
Carroll
Harrison
Jefferson
Belmont
Monroe
Noble
Washington
Morgan
Perry
Hocking
Fairfield
Pickaway
Ross
Pike
Scioto
Lawrence
Gallia
Meigs
Athens
Vinton
Jackson
Scioto
Adams
Brown
Clermont
Hamilton
Butler
Warren
Clinton
Fayette
Madison
Pickaway
Fairfield
Perry
Morgan
Washington
Monroe
Belmont
Harrison
Carroll
Tuscarawas
Coshocton
Guernsey
Muskingum
Noble
Monroe
Washington
Morgan
Perry
Hocking
Vinton
Meigs
Gallia
Lawrence
Scioto
Pike
Ross
Fairfield
Pickaway
Fayette
Clinton
Warren
Butler
Hamilton
Clermont
Brown
Adams
Highland

Ukrainian and Arabian programs. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: No restrictions on beer and wine; liquor advertising after 10 p.m. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste.

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. *Phone:* Madison 4440. *Power:* 50,000 watts on 750 kc. *Affiliation:* CBS. *Opened:* 1922.

President: G. A. Richards. *Vice-president, general manager:* Leo Fitzpatrick.

Rep: Edward Petry & Co., Inc. *News:* None listed. *Seating facilities:* 80 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by G. A. Richards, P. M. Thomas, Leo Fitzpatrick. *Base rate:* $625.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. *Phone:* Madison 9100. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened* Nov. 1, 1925.

President: E. J. Hunt. *General manager:* H. M. Steed. *Assistant general manager:* William J. Jory. *Commercial manager:* H. M. Steed. *Program director:* William J. Jory . *Chief engineer:* E. H. Clark. *Musical director:* John Skalaki. *Publicity:* W. J. Jory.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 100; studio B, 50 persons. *Merchandising:* Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores to such an extent that the station jobs some of the merchandise for the sponsor-manufacturer. *Foreign language programs:* Director of this division is Valentine Yarosz; two Polish programs daily; Ukranian programs directed by Nicolas Shustakavich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. *Artists bureau:* None. *Stock:* Principal holders are E. J. Hunt and E. A. Wooten. *Base rate:* $100.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. *Phone:* Randolph 2000. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Basic Red. *Opened:* August 20, 1920. (Note: This station is owned by the Detroit News.)

Manager: W. J. Scripps. *Commercial manager:* Harry Bannister. *Program director:* Wynn Wright. *Chief engineer:* Walter Hoffman. *Musical director:* Ole Foerch.

Rep: Paul H. Raymer Co. *News:* None. *Seating facilities:* Auditorium studio, seating 350. *Merchandising:* None. *Foreign language programs:* No set rules; such accounts have never been solicited. *Artists bureau:* None. *Base rate:* $475.

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations.

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Madison Theatre Bldg. (executive offices); Maccabees Bldg. (studios). *Phone:* Cherry 8321. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Basic Blue; key station Michigan Radio Network; Canadian Radio Corp.; also originates some programs for Mutual Broadcasting System and the Don Lee Broadcasting System. *Opened:* 1925 as WGHP; May, 1930, became WXYZ.

President: George W. Trendle. *Station manager:* H. Allen Campbell. *Commercial manager:* Arch Shawd. *Program director:* Russell Neff. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Publicity director:* Felix C. Holt.

Rep: William G. Rambeau Co. *News:* UP. *Seating facilities:* None in studios; broadcasts from theatres at regular admission prices. *Merchandising:* Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. *Foreign language programs:* None. *Artists bureau:* None; discontinued in 1934. *Base rate:* $375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 p.m. on same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC.

Your Radio Coverage Job HALF DONE *Unless—*

WXYZ
DETROIT
and The MICHIGAN RADIO NETWORK
Give You
Complete Coverage
OF LISTENERS *and* DEALERS

Unless you have **both** listener-coverage **and** dealer-coverage. The latter, offered by WXYZ and the Michigan Radio Network **at no extra cost** guarantees personal contact with retailers, placing display material, taking bona-fide orders and continuous surveying of sales progress. Case histories two score strong prove that our merchandising department is capable of doing **a big job** in an efficient manner In the entire Greater Detroit and Michigan markets **only** WXYZ explores and develops **this Half** of **Your Radio Coverage** job . . **only** WXYZ paves the way for expeditious handling of consumer demand by giving this "point of sale" contact. If you contemplate introducing a new product or recapturing lagging consumer demand for an already known product, send us a sample with necessary sales information

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WKAR, EAST LANSING

Operator: Michigan State College. *Phone:* 59113-ext. 398. *Power:* 1,000 watts on 850 kc. (daylight only). *Opened:* 1922.

Director, station manager: Robert J. Coleman. *Chief engineer:* Norris Grover.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. *Phone:* 2-7158. *Power:* 100 watts on 1310 kc. *Affiliation:* Mutual Broadcasting System; Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustainers). *Opened:* May 25, 1922.

Station manager: Howard M. Loeb. *Commercial manager:* Frederick S. Loeb. *Program director:* Adrian R. Cooper. *Chief engineer:* Frank D. Fallain. *Musical director:* William Geyer. *Publicity director:* R. V. Osgood.

Rep: None. *News:* UP; local. *Seating facilities:* 75 persons. *Merchandising:* Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held entirely by H. M. Loeb and F. S. Loeb. *Base rate:* $125.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC. Post Office Department, and Pure Food and Drug Acts"; no competitive or "provocative" copy; no exaggeration or false testimonials; all offers checked—if called "free" they must be free and not in exchange for box tops, etc.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. *Phone:* 9-4211. *Power:* 500 watts on 1270 kc. *Affiliation:* NBC Optional Basic Service; Michigan Radio Network. *Opened:* WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President George W. Trendle. *General manager:* H. Allen Campbell. *Station manager:* Stanley W. Barnett. *Commercial manager:* David H. Harris. *Program director, musical director:* Sandy Meek. *Chief engineer:* Fred W. Russell. *Publicity director:* T. Wilcox Putnam.

Rep: William G. Rambeau Co. *News:* No service of own; uses NBC and Michigan Radio Network. *Seating facilities:* About 20 persons. *Merchandising:* Local cooperation with wholesalers and retailers; also Michigan Radio Network service. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Accept beer, wine, whiskey; apply good taste and government regulations; each case considered individually.

WJMS, IRONWOOD

Operator: WJMS, Inc., St. James Hotel Annex. *Phone:* 20. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1931.

General manager: N. C. Ruddell. *Program director:* Harry Wills. *Chief engineer:* R. L. Johnson.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Get out letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. *Foreign language programs:* Accepted, providing that the material and the announcer be acceptable to the station. *Artists bureau:* None. *Stock:* 1687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell. *Base rate:* $45.

Copy restrictions: Beer, wine and liquor advertising accepted if it does not stimulate the further use of these beverages; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station.

WIBM, JACKSON

Operator: WIBM, Inc., Radio Block. *Phone:* 6121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining service). *Opened:* Nov. 20, 1927.

President: Herman Radner. *Station manager:* Roy Radner. *Program director, artists bureau head:* William Cizek. *Chief engineer:* C. W. Wirtanen. *Musical director:* Larry Payne. *Publicity director:* Walter H. Johnson.

Rep: None. *News:* Received locally from the Jackson Citizen Patriot. *Seating facilities:* About 100 persons. *Merchandising:* Service available to clients; also a large display window which sponsor may use for one week at no cost, except that he furnish decorations. *Foreign language programs:* Accepted at certain periods of the day; have very little call for these programs,

however, inasmuch as the population is 90% English-speaking. *Artists bureau:* Yes; small service maintained; but call for it is limited. *Base rate:* $75.

Copy restrictions: Beer accepted at any time; alcoholic beverages only after 9 p.m.; commercial copy must be good clean copy, in plain English; price mentions are allowed.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. *Phone:* 3-1223. *Power:* 1,000 watts on 590 kc. (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). *Affiliation:* Michigan Radio Network. *Opened:* 1930.

President and general manager: John E. Fetzer. *Commercial manager:* Guy T. Stewart. *Program director:* Dorothy Tuttle. *Chief engineer:* Edwin Rector. *Artists bureau head, musical director:* Bob Latting. *Publicity director:* Merlin Stonehouse.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* None. *Merchanradio. Seating facilities:* None. *Merchandising:* Complete service rendered; have outside man contacting retail outlets. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists a roster of about 15. *Base rate:* $125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics.

WJIM, LANSING

Operator: Capitol City Broadcasting Co., City National Bldg. *Phone:* 2-1333. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp. *Opened:* Aug. 22, 1934.

General manager: Harold F. Gross. *Commercial manager:* Fred Wagenvoord, Jr. *Program director:* Roger Beane. *Chief engineer:* J. D. Woodward. *Musical director:* Earle Parchman. *Promotion manager:* O. S. Jones.

Rep: Niles, Field & Associates. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Accept beer and wine; hard liquor copy accepted, but subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of FCC and Federal Trade Commission.

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. *Power:* 250 and 100 watts on 1200 kc. (operates on specified hours).

This station is non-commercial; church-owned.

WBEO, MARQUETTE

Operator: Lake Superior Broadcasting Company, Inc., Mining Journal Bldg. *Power:* 100 watts on 1310 kc.

Rep: J. J. Devine & Associates, Inc. *Base rate:* $37.50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. *Phone:* 22-651. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 3, 1926. (Note: this station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

Vice-president, general manager: Grant F. Ashbacker. *Commercial manager:* Philip E. Sanford. *Program director artists bureau head:* Rolland Van Wyck. *Chief engineer:* George Kravitsky. *Musical director:* Al Belgrave. *Publicity director:* Grace Dixon.

Rep: H. K. Conover Co. (Chicago); Cox and Tanz (Philadelphia). *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Have a merchandising department; services not listed. *Foreign language programs:* Accepted. *Artists bureau:* Setup is nominal only. *Base rate:* $75.

Copy restrictions: Accept beer.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co. *Power:* 50 watts on 1310 kc.

No other information available.

WJOY, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. *Power:* 500 watts on 1200 kc.

License only granted recently; no other data available at press time.

MINNESOTA

(535,600 radio homes)

Radio Homes by Counties

Aitkin	2,900	Isanti	2,400	Pope	2,400
Anoka	3,100	Itasca	5,100	Ramsey	65,200
Becker	3,600	Jackson	3,000	Red Lake	1,100
Beltrami	4,000	Kanabec	1,400	Redwood	4,200
Benton (Includes Sherburne and Stearns)	14,100	Kandiyohi	4,700	Renville	4,400
		Kittson	1,800	Rice	5,900
Big Stone	2,000	Koocniching	2,400	Rock	2,000
Blue Earth	8,300	Lac qui Parle	2,400	Roseau	2,200
Brown	5,500	Lake	1,600	St. Louis	41,500
Carlton	3,800	Lake of the Woods	700	Scott	3,000
Carver	3,200	Le Sueur	3,500	Sherburne (Included in Benton)	
Cass	2,800	Lincoln	1,600		
Chippewa	3,400	Lyon	4,400	Sibley	2,700
Chisago	2,700	McLeod	4,300	Stearns (Included in Benton)	
Clay	5,100	Mahnomen	700		
Clearwater	1,400	Marshall	3,000	Steele	4,400
Cook	500	Martin	5,200	Stevens	1,900
Cottonwood	2,800	Meeker	3,300	Swift	2,800
Crow Wing	5,500	Mille Lacs	3,200	Todd	4,700
Dakota	5,900	Morrison	4,100	Traverse	1,500
Dodge	2,200	Mower	6,700	Wabasha	4,000
Douglas	3,800	Murray	2,100	Wadena	2,500
Faribault	5,100	Nicollet	2,600	Waseca	3,000
Fillmore	5,800	Nobles	4,100	Washington	5,100
Freeborn	6,100	Norman	2,500	Watonwan	3,000
Goodhue	7,600	Olmsted	7,900	Wilkin	1,500
Grant	2,000	Otter Tail	9,700	Winona	8,800
Hennepin	122,300	Pennington	2,300	Wright	5,100
Houston	2,900	Pine	3,400	Yellow Medicine	2,600
Hubbard	1,500	Pipestone	2,800		
		Polk	7,300		

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Corp. *Power:* 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc. *Power:* 100 watts on 1500 kc. *Affiliation:* None.

Rep: None. *Base rate:* $77.50.

No other data available after repeated requests.

WEBC, DULUTH

Operator: Head of the Lakes Broadcasting Co., Spalding Hotel. *Phone:* MEL 1537. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* NBC Northwestern Group. *Opened:* June, 1924. (Note: This station is affiliated with the Superior, Wisc., Telegram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

Vice-president, general and station manager: W. C. Bridges. *Commercial manager:* T. W. Gavin. *Chief engineer:* C. Persons. *Publicity director:* Earl Almquist. *Rep:* Craig & Hollingbery (New York and Chicago); Walter Biddick Co. (Pacific Coast). *News:* UP; AP. *Seating facilities:* None at present; such facilities will be available in new studios to be occupied October 1. *Merchandising:* Contact dealers and retailers, by mail or personal calls. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $200.

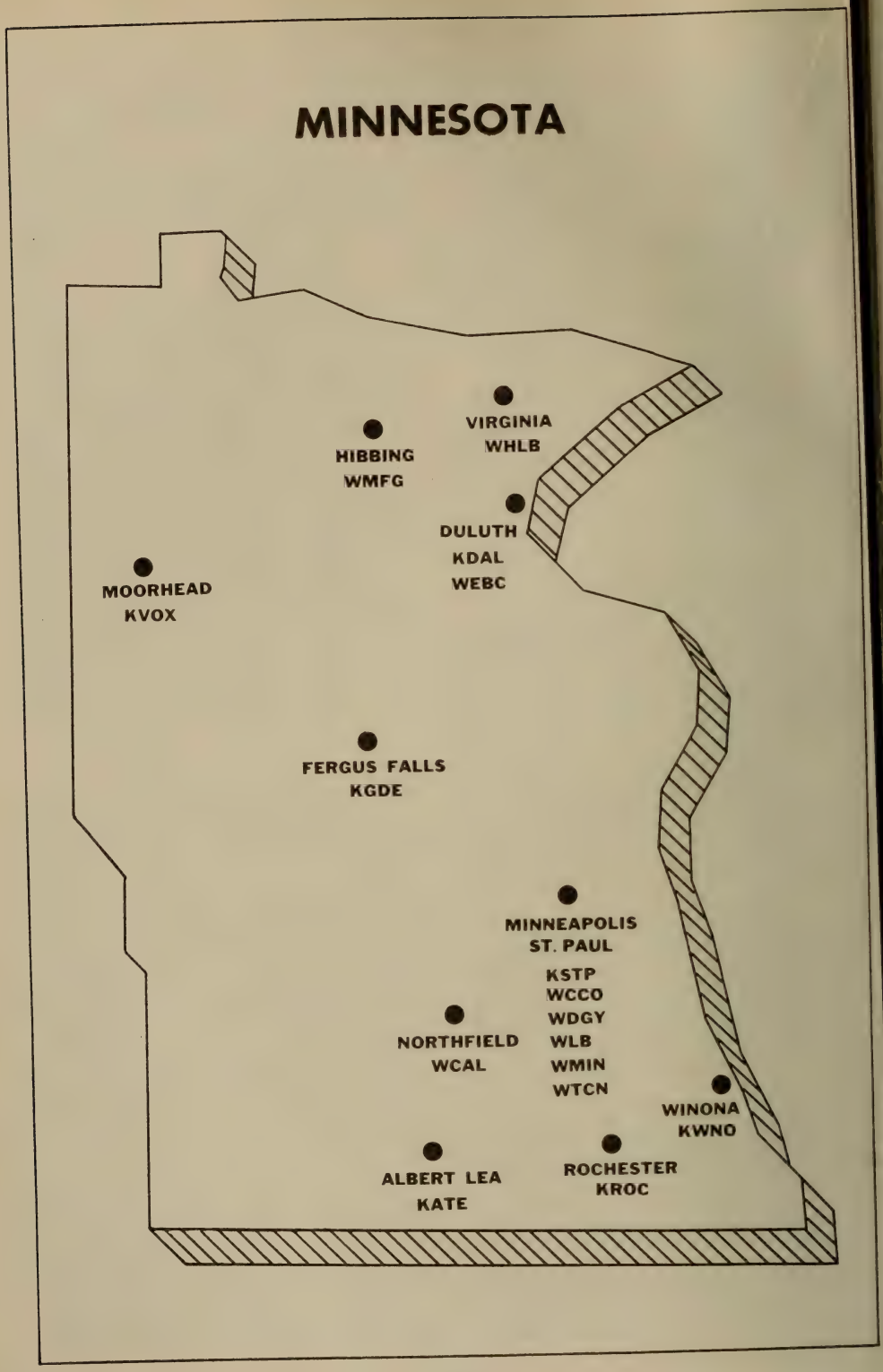
Copy restrictions: Beer, wine and liquor advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted.

KGDE, FERGUS FALLS

Operator: C. L. Jaren. *Phone:* 898. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened* 1926.

Station manager: C. L. Jaren. *Program director, musical director:* M. E. Kiesel. *Chief engineer:* M. Watz.

Rep: J. J. Devine & Associates. *News:* None. *Seating facilities:* 50. *Merchan-*


MINNESOTA
VIRGINIA
WHLB
HIBBING
WMFG
DULUTH
KDAL
WEBC
MOORHEAD
KVOX
FERGUS FALLS
KGDE
MINNEAPOLIS
ST. PAUL
KSTP
WCCO
WDGY
WLB
WMIN
WTCN
NORTHFIELD
WCAL
WINONA
KWNO
ALBERT LEA
KATE
ROCHESTER
KROC

dising: Window trims; dealer contacts. *Foreign language programs:* Accepted, must be accompanied by English copy for censorship by station. *Artists bureau:* None. *Base rate:* $45.

Copy restrictions: Accept light wines and beer; no restrictions so long as copy is in "good sense and not repulsive."

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. *Phone:* 180. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wisc.) Superior Telegram; same ownership has WHLB, Virginia, and WEBC, Duluth.)

General manager W. C. Bridges. *Station manager:* H. S. Hyett. *Program director:* R. E. Coe. *Chief engineer:* C. B. Persons.

Rep: Craig & Hollingbery, Inc. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Suitable service rendered without cost. *Foreign language programs:* Accepted for daytime periods; none during evening. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 p.m. and must be programs, not merely spot announcements; patent medicines accepted unless obviously fakes.

KSTP, MINNEAPOLIS-ST. PAUL

Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). *Phones:* Cedar 4400 (St. Paul); Bridgeport 3222 (Minneapolis). *Power:* 25,000 and 10,000 watts on 1460 kc. *Affiliation:* NBC Basic Red. *Opened:* April 1, 1928.

President: Stanley E. Hubbard. *Station manager:* Kenneth M. Hance. *Commercial manager:* Ray Jenkins. *Program director:* Corinne Jordan. *Chief engineer:* Hector Skifter. *Artists bureau head:* Violet Murphy. *Musical director:* Leonard Leigh. *Publicity director:* Joe Meyers.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* In Minneapolis, 150 persons; in St. Paul, 250. *Merchandising:* Gives market information and temporary headquarters for out-of-town executives and salesmen free of charge; announcement publicity, special surveys, posters, and distribution or sampling service is rendered for a fee. *Foreign language programs:* No rules; station has never been approached on this matter. *Artists bureau:*. Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. *Base rate:* $225 (½ hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 p.m.; other restrictions—as to copy length, honesty, etc.—are "standard."

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Nicollet Hotel. *Phone:* Main 1202. *Power:* 50,000 watts on 810 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1924.

General manager, station manager: Earl H. Gammons. *Commercial manager:* K. Wallace Husted. *Program director:* Hayle C. Cavanor. *Chief engineer:* Hugh S. McCartney. *Artists bureau head:* Al Sheehan. *Publicity director:* Arthur H. Lund.

Rep: Radio Sales, Inc. *News:* UP; Minneapolis Star. *Seating facilities:* Studio A, 100; Nicollet Ballroom, 1,500; Lowry Ballroom, 1,000. *Merchandising:* Yes; maintains a department. *Foreign language programs:* None accepted. *Artists bureau:* Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. *Stock:* Completely held by CBS. *Base rate:* $475.

Copy restrictions: Same as Columbia Broadcasting System.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Dr. Geo. W. Young, 909 W. Broadway. *Phone:* Cherry 3377. *Power:* 5,000 and 1,000 watts on 1180 kc. (operating time is to local sunset). *Affiliation:* None. *Opened:* Dec. 23, 1923.

General manager: Dr. Geo. W. Young. *Commercial manager, station manager, program director:* Edward P. Shurick. *Chief engineer:* George Jacobson. *Artists bureau head:* Gertrude Faue. *Publicity director:* Paul Presbrey.

Rep: Wilson-Robertson. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Service directed by Edward P. Shurick; displays, window and counter cards; mailing lists; direct mail follow-ups; surveys of the Twin Cities conducted by special group of University students in any field. *Foreign language programs:* Accepted if English translation is sent with copy for scrutiny; regular rates apply. *Artists bureau:* Yes; number of artists under contract. *Base rate:* $130.

Copy restrictions: Governed by NAB code of ethics; beer and wines accepted weekdays, but not Sundays, with no mentions of prices or prizes.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota: *Power:* 1,000 watts on 1250 kc. (operates

+ POPULARITY *PLUS* SHOWMANSHIP +

+ GET THE *PLUS* VALUE OF KSTP +

POPULARITY
plus
SHOWMANSHIP

MAKE
KSTP
NUMBER ONE
Leading Radio Station of the Twin Cities

First Choice in the Twin Cities Area . . . that's the answer of agencies and clients in the 1937 Survey by Variety. And the answer clearly indicates efficient, understanding management by a thoroughly trained staff who know merchandising and "result technique" as well as the art of broadcasting.

That's why more local and national advertisers select KSTP . . . the Twin Cities station with the largest consistent listening audience . . . and why KSTP assures MORE listeners per dollar . . . which means the BEST BUY in the entire Northwest.

Send for YOUR copy of the 1937 Standard Market Data Book.

MINNEAPOLIS KSTP SAINT PAUL

Northwest's Leading Radio Station

STANLEY E. HUBBARD, President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis—Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Paul H. Raymer Co.

+ GET THE *PLUS* VALUE OF KSTP +

+ POPULARITY *PLUS* SHOWMANSHIP +

specified hours; divides time with WCAL and WTCN).

This station is non-commercial.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: Edward Hoffman, tr., as WMIN Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None.

Rep: None. *Base rate:* $60.

No further information available after repeated requests.

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg. *Phone:* Cedar 3606. *Power:* 5,000 and 1,000 watts on 1250 kc. (WCAL and WLB divide time with WTCN, with the former two stations taking about 17 hrs. per week out of WTCN's schedule). *Affiliation:* NBC Basic Blue. *Opened:* 1928; present owners bought it on June 1, 1934, and changed call letters from WRHM to WTCN. Station is newspaper-owned: Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.

Commercial manager: C. T. Hagman. *Program director:* Hal Lansing. *Technical director:* John Sherman. *Musical director:* Frank Zdarsky.

Rep: Free & Peters, Inc. *News:* AP; INS. *Seating facilities:* None. *Merchandising:* Through St. Paul Dispatch-Pioneer Press, St. Paul Daily News and Minneapolis Tribune, with a staff of 23; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc. at advertiser's expense. *Foreign language programs:* Accepted; practically none at present, however. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Alcoholic beverages accepted, but not before 10 p.m.; all commercials subject to government regulations.

KVOX, MOORHEAD

Operator: Robert K. Herbst. *Power:* 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KRMC).

At press time this station had a construction permit only.

WCAL, NORTHFIELD

Operator: St. Olaf College. *Phone:* 731-J. *Power:* 2,500 and 1,000 watts on 1250 kc.

FIRST

IN TWIN CITY DAYTIME RADIO AUDIENCE

TWIN CITY SURVEY

In September, 1936, a group of Graduate Students of the University of Minnesota conducted a survey in the Twin Cities. WDGY stood first in Daytime Audience. Copies of this survey, certified and sworn to, can be had upon application to the station.

A FEW FACTS OF INTEREST

WDGY has more local Commercial Accounts on the air than any other Twin City Station.
WDGY has the best signal in the Northwest, being heard in all parts of Minnesota, Iowa, North and South Dakota and Wisconsin.
WDGY has a larger mail return than any other Twin City radio station.

WRITE FOR RATES AND OTHER DATA

WDGY

GEO. W. YOUNG, Gen. Mgr.
MINNEAPOLIS, MINN.

National Representatives: WILSON-ROBERTSON
CHICAGO NEW YORK KANSAS CITY

WCCO is IT!



IT sells 3 times as many local and national spot program periods as its nearest local competitor.



IT is the only *single* advertising medium which completely covers "The Land of 10,000 Lakes"—where 300,000 summer visitors will spend their vacations *and* $100,000,000 (From data prepared by the Minnesota State Tourist Bureau).



IT rates a *big* first with the farmers and the grain elevator operators of Minnesota. In a *self*-conducted poll they gave WCCO 1,119 votes to the 555 votes awarded *all* the 11 other stations mentioned.



IT is the only super-power, cleared-channel station in the territory comprising Minnesota, Western Wisconsin, the Eastern Dakotas (both of them), Northern Iowa, and Peninsular Michigan.

WCCO is IT!

MINNEAPOLIS-ST. PAUL, 50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, and San Francisco.

(divides time with WTCN and WLB). *Opened:* In 1918 as 9AMH; in 1920 as 9YAJ; in 1922 as WCAL.

Director: Dr. Martin Hegland. *Station manager, chief engineer:* M. C. Jensen. *Program director:* Oscar Overby. *Publicity director:* David Johnson.

Seating facilities: Planning extension of studios for considerable audience.

This station is non-commercial.

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, Hotel Martin. *Phone:* 3924; 2727. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* October 1, 1935.

Owner, station manager: Gregory P. Gentling. *Commercial manager:* Howard H. Holton. *Program director:* Peter Lyman. *Studio director:* Gerald Wing. *Chief engineer:* Fred C. Clarke.

Rep: None. *News:* UP. *Seating facilities:* 250 persons. *Merchandising:* Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. *Foreign language programs:* Accept transcriptions only. *Artists bureau:* Yes; lists 50 artists and 6 orchestras. *Base rate:* $85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines. Standard length of announcements, 125 words.

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. *Phone:* 2000. *Power:* 100 watts on 1370 kc. *Affiliation:* Arrowhead network (WHLB and WMFG, Hibbing). *Opened:* Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. *Commercial manager:* Barney Irwin. *Program director, publicity:* Gleason Kistler. *Chief engineer:* C. B. Persons.

Rep: None. *News:* AP; UP. *Seating facilities:* Visitors' lounge, about 100 persons. *Merchandising:* None. *Foreign language programs:* None currently on station; no rules. *Artists bureau:* None. *Base rate:* $48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements.

KWNO, WINONA

Operators: Harry Dahl, Otto M. Schlabach, Maxwell H. White and Herman R. Wiecking, doing business as Winona Radio Service. *Power:* 100 watts on 1200 kc (daytime).

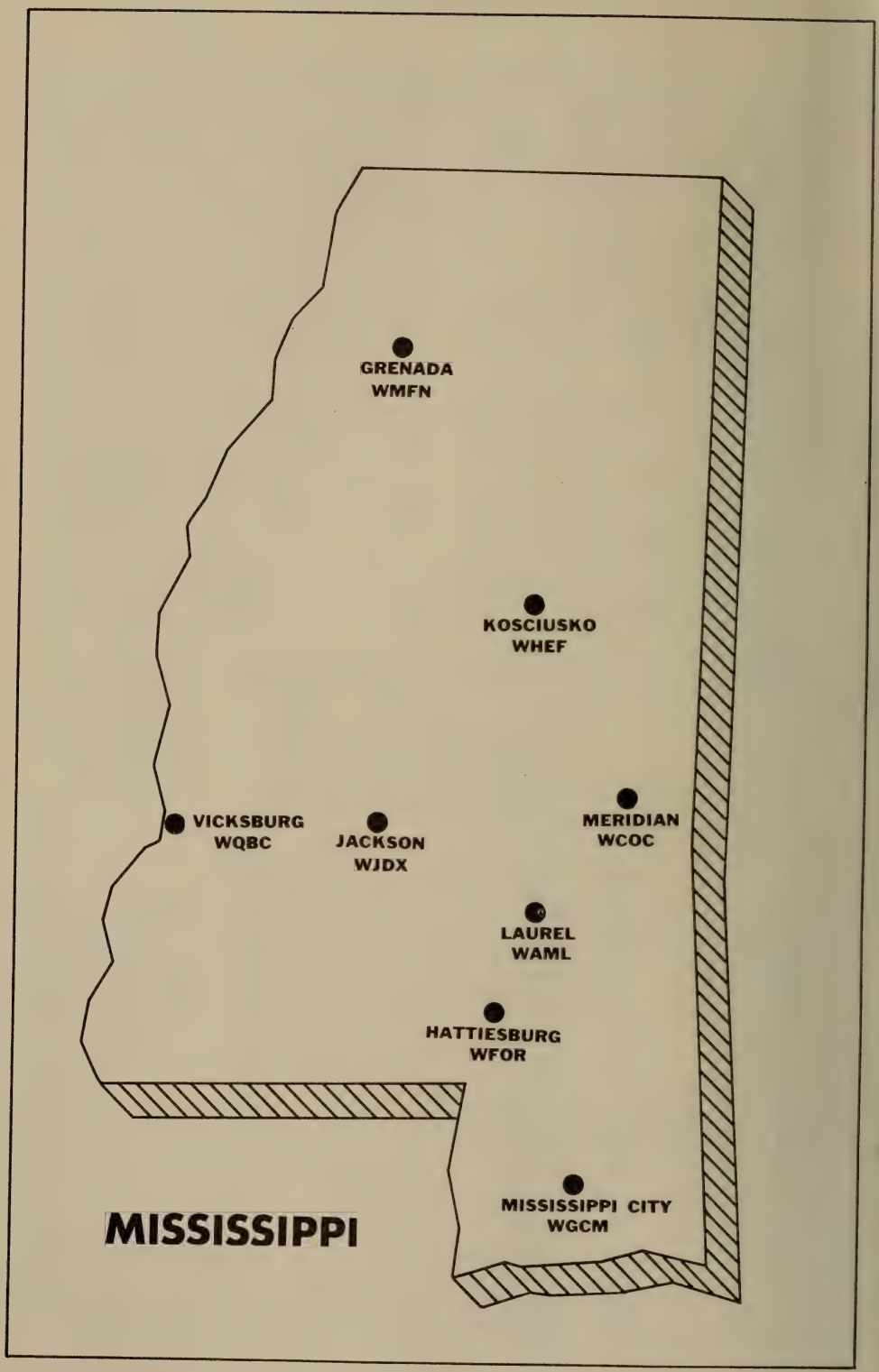
At press time this station had a construction permit only.

MISSISSIPPI

(166,400 radio homes)

Radio Homes by Counties

Adams	2,700	Itawamba	900	Pike	3,200
Alcorn	2,100	Jackson	1,500	Pontotoc	1,300
Amite	1,000	Jasper	1,000	Prentiss	1,400
Attala	2,000	Jefferson	900	Quitman	1,500
Benton	500	Jefferson Davis	900	Rankin	1,200
Bolivar	5,300	Jones	4,500	Scott	1,600
Calhoun	1,000	Kemper	1,100	Sharkey	1,100
Carroll	1,100	Lafayette	1,600	Simpson	1,300
Chickasaw	1,500	Lamar	700	Smith	1,000
Choctaw	700	Lauderdale	6,800	Stone	500
Claiborne	900	Lawrence	800	Sunflower	4,700
Clarke	1,300	Leake	1,100	Tallahatchie	2,100
Clay	1,500	Lee	3,400	Tate	1,200
Coahoma	4,700	Leflore	4,700	Tippah	1,200
Copiah	2,900	Lincoln	2,300	Tishomingo	1,000
Covington	1,000	Lowndes	2,800	Tunica	1,500
De Soto	1,600	Madison	2,300	Union	1,600
Forrest	3,900	Marion	1,600	Walthall	1,100
Franklin	700	Marshall	1,600	Warren	4,500
George	600	Monroe	3,000	Washington	6,100
Greene	600	Montgomery	1,200	Wayne	1,000
Grenada	1,400	Neshoba	1,700	Webster	700
Hancock	900	Newton	1,500	Wilkinson	1,000
Harrison	5,400	Noxubee	1,700	Winston	1,500
Hinds	13,000	Oktibbeha	1,800	Yalobusha	1,400
Holmes	3,000	Panola	2,200	Yazoo	2,900
Humphreys	1,600	Pearl River	1,500		
Issaquena	300	Perry	500		


GRENADA
WMFN
KOSCIUSKO
WHEF
VICKSBURG
WQBC
JACKSON
WJDX
MERIDIAN
WCOC
LAUREL
WAML
HATTIESBURG
WFOR
MISSISSIPPI CITY
WGCM
MISSISSIPPI

WMFN, GRENADA

Operator: P. K. Ewing. *Power:* 100 watts on 1210 kc.

At press time this station had a construction permit only.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc., 100 Walnut St. *Power:* 100 watts on 1370 kc. *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* $50.

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Lamar Life Bldg. *Phone:* STU 7416. *Power:* 2,500 and 1,000 watts on 1270 kc. *Affiliation:* NBC Optional Southcentral Service. *Opened:* December 7, 1929.

Station manager: Wiley P. Harris. *Commercial manager:* C. A. Lacy, Jr. *Program director:* Maurice Thompson. *Chief engineer:* P. G. Root. *Publicity director:* Ralph Maddox.

Rep: Craig & Hollingbery, Inc. *News:* Transradio. *Seating facilities:* Studio, seating 100 persons; local hotel roof garden, seating 300; local theatre, seating 1,000. *Merchandising:* Program publicity given free through local weekly newspaper; all other services rendered at actual cost. *Foreign language programs:* Will accept; copy subject to station approval. *Artists bureau:* None. *Base rate:* $140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval.

WHEF, KOSCIUSKO

Operator: Attala Broadcasting Corp., 511 Fairground St. (also studios in the Heidelberg Hotel, Jackson, Miss.). *Phone:* 173. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Aug. 24, 1934.

President, station manager, publicity director: J. E. Wharton. *Commercial manager:* J. E. Richards. *Program director:* Mrs. J. E. Wharton. *Chief engineer:* C. H. Clements, Jr.

Rep: Cox and Tanz. *News:* No service listed. *Seating facilities:* In Kosciusko, capacity of 15; in Jackson, capacity of 25; church auditorium, 300. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Artists bureau being organized for Jackson studios with M. H. Wharton in charge. *Stock:* 5,000 shares held by J. E. and C. E. Wharton. *Base rate:* $20.

Copy restrictions: Try to keep copy on any quarter hour from exceeding 300 words; commercial copy is limited to 200 words per an announcement, and goes under penalty rates if it is longer than 100 words.

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., Central Ave. *Phone:* 288. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Oct. 15, 1935.

President: D. A. Matison. *Station manager:* R. V. De Gruy. *Commercial manager, program director:* Hugh M. Smith. *Chief engineer:* A. A. Touchstone.

Rep: None. *News:* Transradio. *Seating facilities;* None. *Merchandising:* None. *Foreign language programs:* No call for these; foreign population too low. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company."

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. *Power:* 1,000 and 500 watts on 880 kc. *Affiliation:* CBS. (Note: Owners of this station also own the Clark County Tribune, of Quitman, Miss., a weekly paper.)

Rep: None. *Base rate:* $76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages.

WGCM, MISSISSIPPI CITY

Operator: WGCM, Inc. Great Southern Golf Club, Mississippi City. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* $40.

No further information available.

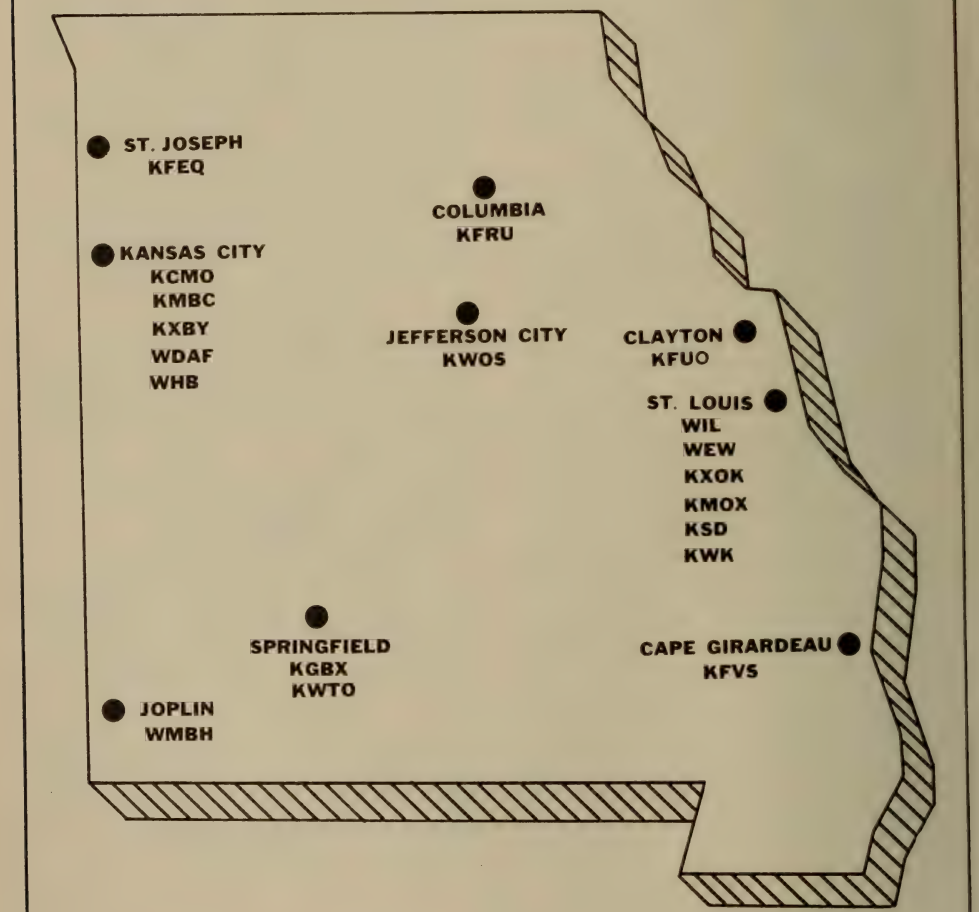
WQBC, VICKSBURG

Operator: Delta Broadcasting Co., Inc. *Power:* 1,000 watts on 1360 kc. (daytime). *Affiliation:* None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post.)

Rep: None. *Base rate:* $60.

No other data available.

MISSOURI


ST. JOSEPH
KFEQ
COLUMBIA
KFRU
KANSAS CITY
KCMO
KMBC
KXBY
WDAF
WHB
JEFFERSON CITY
KWOS
CLAYTON
KFUO
ST. LOUIS
WIL
WEW
KXOK
KMOX
KSD
KWK
SPRINGFIELD
KGBX
KWTO
CAPE GIRARDEAU
KFVS
JOPLIN
WMBH

MISSOURI

(708,500 radio homes)

Radio Homes by Counties

Adair	3,900	Grundy	2,800	Perry	2,300
Andrew	2,200	Harrison	2,900	Pettis	6,900
Atchison	2,400	Henry	5,900	Phelps	2,500
Audrain	4,100	Hickory	700	Pike	3,300
Barry	2,900	Holt	2,300	Platte	1,900
Barton	2,200	Howard	2,200	Polk	2,700
Bates	3,500	Howell	2,500	Pulaski	1,500
Benton	1,600	Iron	1,100	Putnam	1,500
Bollinger	900	Jackson	121,000	Ralls	1,600
Boone	7,300	Jasper	15,200	Randolph	5,300
Buchanan	22,800	Jefferson	3,800	Ray	3,000
Butler	3,500	Johnson	4,300	Reynolds	600
Caldwell	2,500	Knox	1,500	Ripley	1,000
Callaway	3,300	Laclede	2,200	St. Charles	4,100
Camden	700	Lafayette	5,500	St. Clair	1,400
Cape Girardeau	7,000	Lawrence	3,100	St. Francois	4,700
Carroll	3,900	Lewis	2,400	St. Louis	240,200
Carter	400	Lincoln	2,700	St. Louis City (Included in St. Louis County)	
Cass	3,700	Linn	5,000		
Cedar	1,800	Livingston	3,300	Ste. Genevieve	1,500
Chariton	3,300	McDonald	1,700	Saline	5,400
Christian	1,700	Macon	3,900	Schuyler	1,100
Clark	1,600	Madison	1,000	Scotland	1,600
Clay	5,800	Maries	700	Scott	3,200
Clinton	2,500	Marion	6,900	Shannon	700
Cole	5,500	Mercer	1,000	Shelby	2,600
Cooper	3,500	Miller	2,100	Stoddard	2,900
Crawford	1,600	Mississippi	1,900	Stone	1,000
Dade	1,500	Moniteau	2,200	Sullivan	2,100
Dallas	1,000	Monroe	2,900	Taney	800
Daviess	2,200	Montgomery	2,500	Texas	1,700
DeKalb	1,800	Morgan	1,600	Vernon	4,600
Dent	1,300	New Madrid	2,600	Warren	1,500
Douglas	1,100	Newton	3,100	Washington	1,200
Dunklin	4,200	Nodaway	5,400	Wayne	1,000
Franklin	6,100	Oregon	1,200	Webster	2,400
Gasconade	1,900	Osage	1,400	Worth	1,300
Gentry	2,800	Ozark	700	Wright	1,800
Greene	18,500	Pemiscot	3,900		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, Hotel Marquette. *Phone:* 2104. *Power:* 250 and 100 watts on 1210 kc (divides time with WEBQ). *Affiliation:* None. *Opened:* May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. *Program and musical director:* Virginia Bahn. *Chief engineer:* Ralph L. Hirsch.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No services offered free; will cooperate with advertisers on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Beer and wine accepted; no hard liquor; commercials limited to not more than 20% of program time; all copy must conform to station standards, government regulations and NAB Code of Ethics.

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. *Phone:* Cabany 2499. *Power:* 1,000 and 500 watts on 550 kc. (shares time with KSD). *Opened* Dec. 14, 1924.

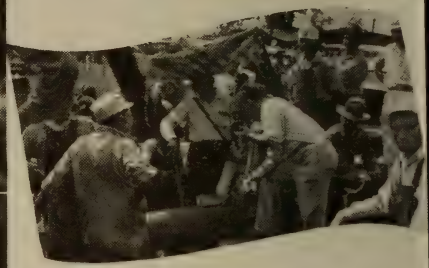
Director, station manager, program director: Herman H. Hohenstein. *Chief engineer:* Carl H. Meyer.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: Star-Times Publishing Co. (of St. Louis), 9th and Elm Sts. *Phone:* 3129.





What we *do* makes KMBC Kansas City's showmanship station. New and sound ideas in programming, production, public events, and promotion wrap listeners in the bright cellophane of sales for the advertiser.



What is *Formula* Radio Selling? KMBC's pioneer policy of pre-testing programs, plus *Precision Coverage* of the KMBC Market. Charted results before you go on the air! Look for success where you see this symbol:

A KMBC TESTED PROGRAM

Arthur B. Church
President and General Manager

Power: 1,000 and 500 watts on 630 kc (shares night time with WGBF). *Affiliation:* None. *Opened:* Oct. 25, 1925. (Note: This station is newspaper-owned; St. Louis Star-Times.)

President: Elzey Roberts. *Station manager:* C. L. Thomas. *Commercial manager:* Walter Weiler. *Program director, artists bureau head, publicity:* George Guyan. *Chief engineer:* Robert Nickles. *Musical director:* Clair Callihan.

Rep: Furgason & Aston, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Services rendered at cost; equipped to do complete work. *Foreign language programs:* None running currently; no ruling against these broadcasts, however. *Artists bureau:* Yes, lists about 10 announcers, singers, orchestras. *Base rate:* $100.

Copy restrictions: No alcoholic beverages accepted; some patent medicines taken; copy must conform with "good taste."

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. *Phone:* 4000. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* January 30, 1937. (Note: This station is newspaper-owned by the Jefferson City Capital-News and Post-Tribune.)

President: R. C. Goshorn. *Station and commercial manager:* Otto Schultz. *Program director, artists bureau head:* Lowell Smith. *Chief engineer:* Jimmie Haynes. *Publicity director:* Charlotte Strong.

Rep: Weed & Co. *News:* None. *Seating facilities:* Reception room, seating 40 persons. *Merchandising:* Publicity through Capital-News and Post-Tribune, including daily program listings, display advertisements and Sunday radio column. *Artists bureau:* Setup nominal only. *Base rate:* $40.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards and FCC rules and regulations.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. *Phone:* 330. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1926 (present company took over in 1932). (Note: Part of station stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. *Assistant manager, publicity director:* Ray Sollars. *Program director:* Stella Lukens. *Chief engineer:* Robert Stark. *Artists bureau head:* Charles McIntire. *Musical director:* Stella Lukens.

Rep: None. *News:* UP. *Seating facilities:* Studio, 60 persons. Others available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. *Merchandising:* Will contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. *Base rate:* $60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer and wine accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising."

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. *Phone:* Victor 2647. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1925 (note: in February, 1936, this station was purchased by the present management, and the call letters changed from KWKC to KCMO).

President: T. L. Evans. *Station manager, commercial manager:* A. F. Schliecker. *Program director:* J. L. Simmons. *Chief engineer:* L. C. Sigmon. *Artists bureau head:* Lee Roberts. *Musical director:* Bert Buhrman.

Rep: None. *News:* UP. *Seating facilities:* Outer foyer with "unlimited space" is listed. *Merchandising:* No definite policy; render services of "reasonable" nature; cost of such services applied against the aggregate of the contract. *Foreign language programs:* Would accept if business were in the form of transcribed programs or announcements, together with a certified translation of all text and words of songs. *Artists bureau:* Set-up is nominal only. *Base rate:* $70.

Copy restrictions: Beer and wines accepted, except on Sunday; beverages of higher alcoholic content only after 11 p.m.; accept on "standard brands" of patent medicines; abide by NAB Code of Ethics.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. *Phone:* Harrison 2654. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* CBS. *Opened:* 1921 as WPE; 1922 became KFIX; 1924 as KLDS; 1928 as KMBC.

President, general manager: Arthur Burdette Church. *Commercial manager:* J. Leslie Fox. *Program director:* Fran Heyser.

Chief engineer: Ray Moler. *Studio director:* Kenneth Krahl. *Musical director:* P. Hans Flath. *Merchandising and research director:* Mark N. Smith. *Publicity director:* Milton F. Allison.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* Studio A, 50 persons. *Merchandising:* Mail letters to jobbers and brokers; letters and cards to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; program schedules mailed out; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; publicity department sends releases to 200 papers; merchandising help, in general, is given commensurate with money spent on station; publicity help tendered to all sponsors. *Foreign language programs:* No rules; percentage of foreign population very small. *Artists bureau:* None. *Base rate:* $100 (¼ hr.).

Copy restrictions: beer and wine accepted after 9:30 p.m.; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drugs Act; no hard liquors.

KXBY, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. *Phone:* Harrison 5818. *Power:* 1,000 watts on 1530 kc. *Affiliation:* None. *Opened:* Dec. 31, 1934.

President, station manager: S. Q. Noel. *Commercial manager:* Hal Makelin. *Chief engineer:* Clarence Salzer.

Rep: None. *News:* UP. *Seating facilities:* Studio, 30 persons. *Merchandising:* Work with dealers and distributors; distribute advertising matter; station promotes commercial programs in local newspaper advertising. *Foreign language programs:* No set policy. *Artists bureau:* None. *Stock:* Held by S. Q. Noel and Sam Pickard (parent company is First National Television, Inc., which also owns and operates a training school for television and radio engineers; also experimental television station W9XAL). *Base rate:* $100.

Copy restrictions: Accept beer, wines and liquor, with hours on the latter two restricted; patent medicines must conform with Federal Trade Commission and other federal regulations; copy must be approved and judged by station management on medicines.

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. *Phone:* Harrison 1200. *Power:* 5,000 and 1,000 watts on 610 kc. *Affiliation:* NBC Basic Red. *Opened:* June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dean Fitzer. *Assistant station manager, publicity director:* V. S. Batton. *Commercial manager:* R. Gardner Reames. *Program and musical director:* Harry J. Kaufmann. *Chief engineer:* Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. *News:* AP; Kansas City Star. *Seating facilities:* None. *Merchandising:* Services vary according to individual account, but all are rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $225.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by Kansas City Star 24 hours in advance of broadcast.

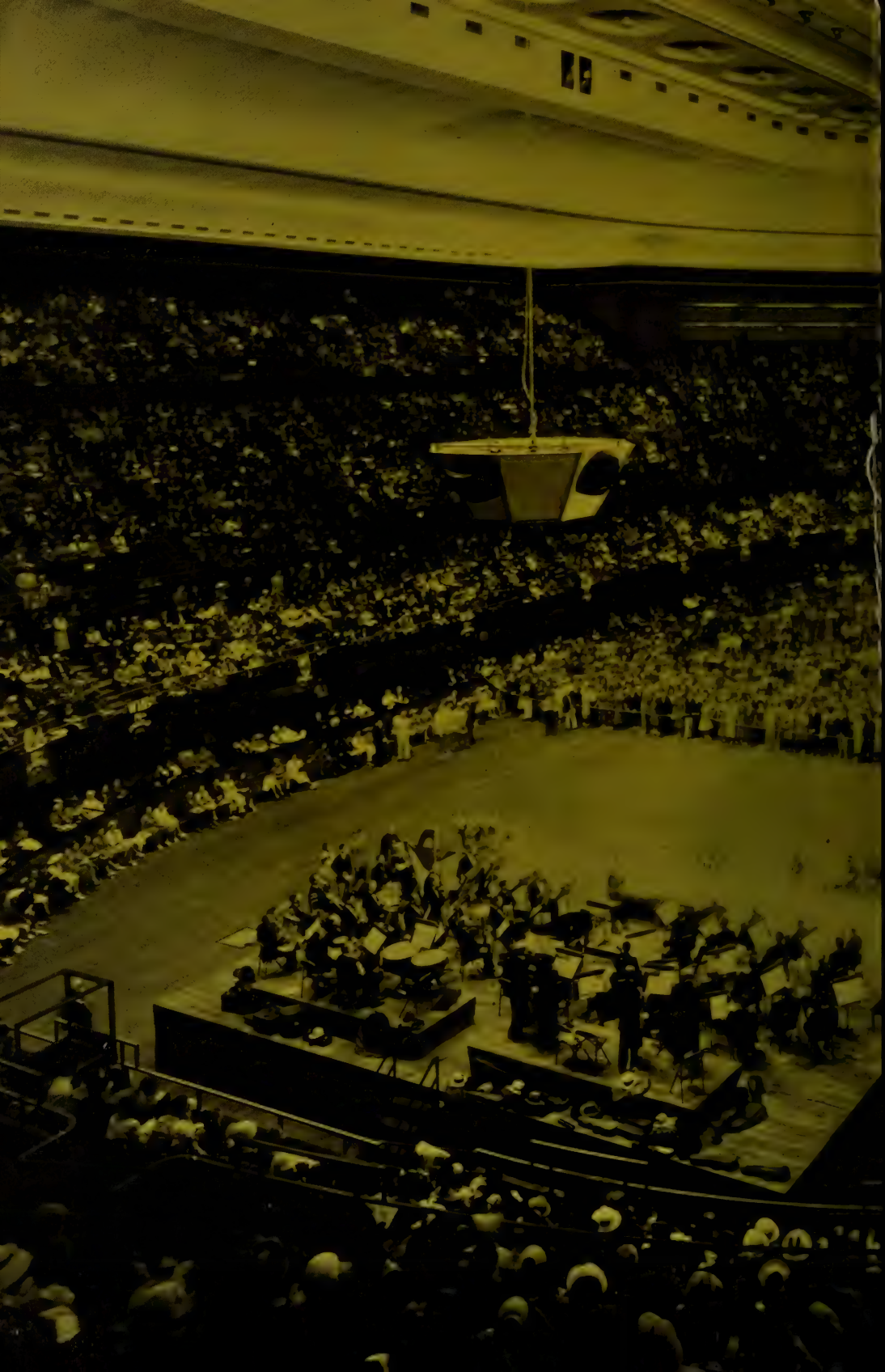
WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. *Phone:* Harrison 1161. *Power:* 1,000 watts on 860 kc (to sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* April 15, 1922.

President, commercial manager: Donald Dwight Davis. *Station manager:* John T. Schilling. *Program director:* Nelson Rupard. *Chief engineer:* Henry Goldenberg. *Artists bureau head:* Charles Lee Adams. *Musical director:* Sol Bobrov. *Publicity director:* Frank Barhydt.

Rep: None. *News:* UP. *Seating facilities:* Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. *Merchandising:* For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values—supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitor's products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. *Foreign language*


"GOING PLACES" IN KANSAS CITY
W H B

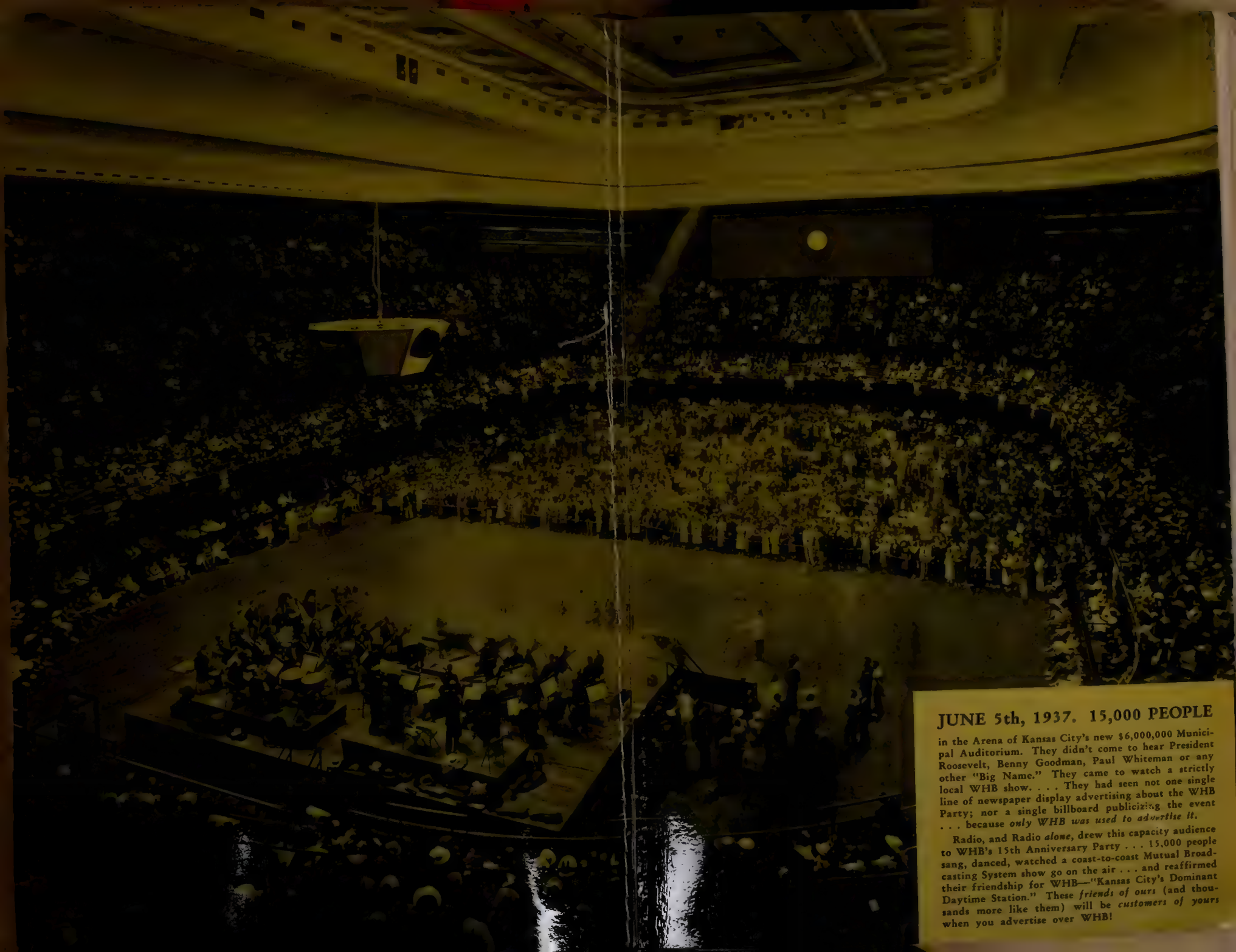




JUNE 5th, 1937. 15,000 PEOPLE

in the Arena of Kansas City's new $6,000,000 Municipal Auditorium. They didn't come to hear President Roosevelt, Benny Goodman, Paul Whiteman or any other "Big Name." They came to watch a strictly local WHB show. . . . They had seen not one single line of newspaper display advertising about the WHB Party; nor a single billboard publicizing the event . . . because *only WHB was used to advertise it.*

Radio, and Radio *alone,* drew this capacity audience to WHB's 15th Anniversary Party . . . 15,000 people sang, danced, watched a coast-to-coast Mutual Broadcasting System show go on the air . . . and reaffirmed their friendship for WHB—"Kansas City's Dominant Daytime Station." These *friends of ours* (and thousands more like them) will be *customers of yours* when you advertise over WHB!



JUNE 5th, 1937. 15,000 PEOPLE

in the Arena of Kansas City's new $6,000,000 Municipal Auditorium. They didn't come to hear President Roosevelt, Benny Goodman, Paul Whiteman or any other "Big Name." They came to watch a strictly local WHB show. . . . They had seen not one single line of newspaper display advertising about the WHB Party; nor a single billboard publicizing the event . . . because *only WHB was used to advertise it.*

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WHB

1000 Watts
860 Kilocycles
KANSAS CITY'S DOMINANT DAYTIME STATION

For Sale: Touchdowns!

No coach is interested in punts that *almost* got off . . . in blocking that *just about* stopped 'em . . . in plays that *nearly* worked. Coaches want *touchdowns!*

Smart advertisers demand touchdowns, too! They want their broadcast campaigns to *score!*

The new "WHB SHOWBOOK" is filled with scoring plays . . . copyrighted ideas for locally-produced radio shows, with intensified local appeal . . . sure-fire WHB radio programs that will sell your goods! And WHB has the team-work and the showmanship to put 'em across! If you want to sell Kansas City and the Kansas City Trading Area, check up with Don or John at WHB. We can show you some "scoring plays."

WHB has no national special representatives; but we will accept your inquiries collect if you will wire or 'phone us at Kansas City.

WHB · ON THE AIR DAILY, DAWN TO DUSK

Don Davis, President · John T. Schilling, General Manager

IN KANSAS CITY: "THIS IS THE MUTUAL BROADCASTING SYSTEM"

programs: Acceptable. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* $120.

Copy restrictions: Beer, wine and some patent medicines accepted; no hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes), no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour.

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. *Phone:* 6-1314. *Power:* 2,500 watts on 680 kc (operates from 6 a.m. to approximately 6 p.m.). *Affiliation:* None. *Opened:* 1924.

Treasurer, station manager: B. Pitts. *Local advertising manager:* J. Ted Branson. *National advertising manager:* Glenn Griswold. *Program director:* Jiggs Miller. *Farm program director:* Earl Williams. *Chief engineer:* Wesley Koch. *Musical director:* Lawrence Parker.

Rep: Kelly-Smith Co. *News:* AP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Yes; no set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. *Foreign language programs:* No rules; foreign-born population too small for such fare. *Artists bureau:* None. *Base rate:* $78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations.

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Mart Bldg. *Phone:* Central 8240. *Power:* 50,000 watts on 1090 kc. *Affiliation:* CBS. *Opened* Dec. 25, 1925.

General and station manager: James D. Shouse. *Commercial manager:* Kenneth W. Church. *Program director:* C. G. Renier. *Chief engineer:* Graham L. Tevis. *Musical director:* Ben Feld. *Publicity director:* Louis C. Nelson.

Rep: Radio Sales, Inc. *News:* UP, Western Union sports ticker. *Seating facilities:* Columbia Playhouse, seating 400. *Merchandising:* Studio window displays; screen trailers in 26 St. Louis houses; full columns in Star-Times; trade mailing service; any additional services are rendered upon request at actual cost. *Foreign language programs:* Accepted; German program current. *Artists bureau:* None. *Base rate:* $500.

Copy restrictions: See CBS program policies.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. *Phone:* Main 1111. *Power:* 5,000 and 1,000 watts on 550 kc. (divides time with KFUO, Clayton, a non-commercial station). *Affiliation:* NBC Basic Red. *Opened:* March 9, 1922. (Note: this station is newspaper-operated—Post-Dispatch.)

General manager, station manager: George M. Burbach. *Commercial manager:* Edward W. Hamlin. *Program director, publicity director:* Frank Eschen. *Chief engineer:* Robert L. Coe. *Musical director:* Russell David.

Rep: Free & Peters, Inc. *News:* AP. *Seating facilities:* 30 persons. *Merchandising:* Accounts given every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. *Foreign language programs:* Will accept; also announcements. *Artists bureau:* None. *Base rate:* $333.

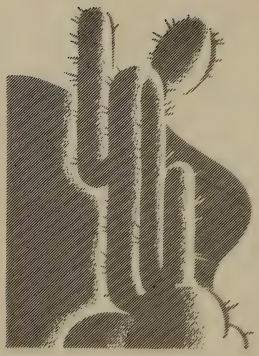
Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted.

KWK, ST. LOUIS

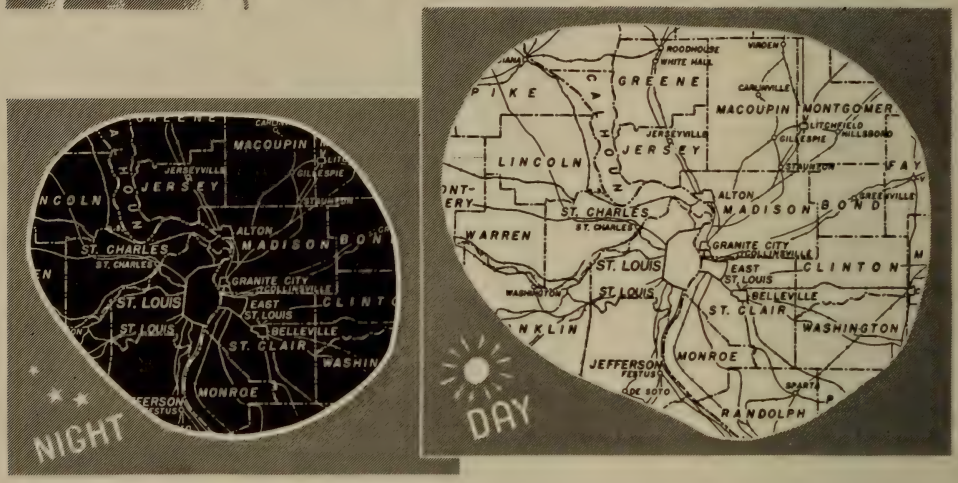
Operator: Thomas Patrick, Inc., Hotel Chase. *Phone:* Rosedale 3210. *Power:* 5,000 and 1,000 watts on 1350 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* March 17, 1927.

President, station manager: Robert Thomas Convey. *Commercial manager:* Clarence Cosby. *Program director:* Sterling Harkins. *Chief engineer:* James Burke. *Artists bureau head:* Dan Seyforth. *Musical director:* Rolla Coughlin. *Publicity director:* John Conrad.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Assembly Hall, 1,400 persons; Opera House, 4,000; Convention Hall, 18,000; also use Municipal Auditorium for feature presentations. *Merchandising:* Complete service offered, including publicity through tie-up with St. Louis Globe Democrat and six community weekly papers, street car cards, bus cards, outdoor displays, book matches, etc.; also publicize programs generally through institutional advertising in St. Louis metropolitan dailies. *Foreign language programs:*



we do NOT cover the great open spaces . . .



KWK does not cover sparsely settled areas, but concentrates on a primary area within approximately a seventy-mile radius of St. Louis during the daytime and a fifty-mile radius during nighttime. The daytime coverage population is 1,702,631 and the total number of families with radios, 368,440. The nighttime coverage population is 1,461,026, with 322,330 families having radios. Therefore, whether your market is urban or rural, KWK offers you a definite means of reaching it effectively.

THOMAS PATRICK INC.

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE: PAUL H. RAYMER CO.

NEW YORK - CHICAGO - SAN FRANCISCO

KWK

Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $350.

Copy restrictions: Beer, wine and liquor accepted; all accounts censored by station and must conform to federal, state and FCC regulations.

KXOK, ST. LOUIS

Operator: Star-Times Publishing Co. *Power:* 1,000 watts on 1250 kc.

At press time this station has a construction permit only; meantime issues surrounding the grant are being determined by the Court of Appeals, District of Columbia.

WEW, ST. LOUIS

Operator: St. Louis University. *Power:* 1,000 watts on 760 kc. (daytime). *Opened:* 1921.

This station is non-commercial; university-owned.

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. *Phone:* Jefferson 8403. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Feb. 9, 1922.

President, general manager: Lester A. Benson. *Vice-president in charge of sales:* Clarence W. Benson. *Commercial manager:* Edgar P. Shutz. *Program director:* Neil Norman. *Chief engineer:* Chal Stoup. *Musical director:* Allister Wylie. *Publicity director:* Bill Durney.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Melbourne auditorium, 300 persons. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Commercial wordage limit on quarter-hours is 400 words; spot announcements can't exceed 75 words; beer and wines accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by management.

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Hotel Broadview. *Phone:* Bridge 3424; East 4390. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 19, 1935.

President: Lester E. Cox. *Station manager, commercial manager:* William H. West. *Program director, artists bureau*

Let Missouri Show You!

YEAR-ROUND BUYING POWER

Vacationists leave 50 Million Dollars in the KWTO-KGBX area annually. . . . Diversified farming and monthly cash crops. . . . Payrolls of mines, railroad shops and manufacturing plants reach staggering figures. Buying power unequalled in any similar territory. (See May issue FORBES.)

AN UNEXPOITED MARKET

One of America's richest fruit, vegetable and dairying areas . . . nation's largest lead and zinc mines . . . world's largest poultry concentration center.

Here's a market you can't afford to overlook. Put KWTO-KGBX on your list and *let Missouri show you.*

KWTO SPRINGFIELD MISSOURI **KGBX**

Represented by: WILSON-ROBERTSON

head, publicity director: Woody Klose. *Chief engineer:* Fred S. Liggett. *Musical director:* Paul Godt.

Rep: None. *News:* INS, Universal; also local news staff. *Seating facilities:* Broadview Hotel Ballroom, 1,000. *Merchandising:* Make up direct mail pieces for sponsors spending minimum of $150 per week, and send to dealers, service men, and occasionally to general public; also supply envelope stuffers and counter display cards.

Foreign language programs: Any type accepted; currently has Jewish, Polish, German, Hungarian, Lithuanian. *Artists bureau:* Yes; has about 60 artists. *Base rate:* $100.

Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines okay if approved by Better Business Bureau; wines and liquors accepted only after nine o'clock at night.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., Chamber of Commerce Bldg. *Phone:* 1360. *Power:* 500 watts on 1230 kc. *Affiliation:* NBC Southwestern Optional Group. *Opened:* 1924 in St. Joseph, Mo., present ownership dates from 1926, and Springfield transfer came in 1931. (Note: this station, like KWTO of the same city, is affiliated with the Springfield Newspapers, Inc. through cross ownership; papers include the Evening Leader and Press, Morning Daily News, and the Sunday News and Leader.)

President: Lester E. Cox. *Station manager:* Ralph Foster. *Commercial manager:* Art Johnson. *Program director:* Terry Moss. *Chief engineer:* Fritz Bauer. *Artists bureau head:* George Earle Wilson. *Musical director:* Al Stone. *Publicity director:* John Pearson.

Rep: Wilson-Robertson. *News:* Transradio.

Seating facilities: About 100. *Merchandising:* Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes; has roster of acts, vocalists, announcers, juvenile artists, and so forth. *Base rate:* $150.

Copy restrictions: Allow only beer; no other set copy rules.

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. *Phone:* 1360. *Power:* 5,000 watts on 560 kc. (to local sunset). *Affiliation:* None. *Opened:* Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. *Business manager:* C. Art Johnson. *Program director, artists bureau head:* George Earle Wilson. *Chief engineer:* Fritz Bauer. *Musical director:* Al Stone. *Publicity director:* John E. Pearson.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Studio, capacity 30; also Shrine Mosque, 5,000; American Legion Home, 1,200.

Merchandising: Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes; has roster of acts, vocalists, announcers, juvenile artists, etc. *Base rate:* $120.

Copy restrictions: Beer accepted; no other alcoholic beverage advertising is taken; manuscripts required in advance on all health products.

Just Remember!

WTMV

Serves the

St. Louis Area

all of it!

At costs that are only—

20% of KMOX
28.5% of KWK
30% of KSD
66.6% of WIL

WTMV

East St. Louis

MONTANA

(91,700 radio homes)

Radio Homes by Counties

Beaverhead	1,500	Hill	2,400	Ravalli	1,800
Big Horn	1,000	Jefferson	500	Richland	1,500
Blaine	1,300	Judith Basin	500	Roosevelt	1,600
Broadwater	400	Lake	1,200	Rosebud	800
Carbon	1,500	Lewis and Clark	4,500	Sanders	700
Carter	400	Liberty	300	Sheridan	1,200
Cascade	8,700	Lincoln	800	Silver Bow	11,500
Chouteau	1,100	McCone	600	Stillwater	700
Custer	2,400	Madison	900	Sweet Grass	600
Daniels	600	Meagher	300	Teton	800
Dawson	1,500	Mineral	200	Toole	1,200
Deer Lodge	2,300	Missoula	5,200	Treasure	200
Fallon	600	Musselshell	800	Valley	1,300
Fergus	2,900	Park	2,400	Wheatland	600
Flathead	3,400	Petroleum	300	Wibaux	300
Gallatin	3,500	Phillips	1,000	Yellowstone	6,900
Garfield	400	Pondera	1,000	Yellowstone National Park (part)	——
Glacier	1,100	Powder River	400		
Golden Valley	300	Powell	1,000		
Granite	400	Prairie	400		

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., 420 North Broadway. *Phone:* 3121. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC North Mountain Group. *Opened:* June 8, 1928.

President, general manager: C. O. Campbell. *Station and commercial manager:* Ed Yocum. *Program and musical director:* Julia Richards. *Chief engineer:* Jeff Kiichli. *Publicity director:* J. E. Andal.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Accept beer and wine, but no hard liquor; spot announcements limited to 100 words; all time sold subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change.

KGIR, BUTTE

Operator: KGIR, Inc., Butte. *Phones:* 23; 44. *Power:* 2,500 and 1,000 watts on 1340 kc. *Affiliation:* NBC North Mountain Group. *Opened:* Jan. 31, 1929.

Manager: E. B. Craney. *Commercial manager:* Leo McMullen. *Program director:* Fred Ruegg. *Chief engineer:* Jack Nicholas. *Artists bureau head, musical director:* B. R. Sprague.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* About 200 persons. *Merchandising:* Any service desired rendered at cost. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $96.

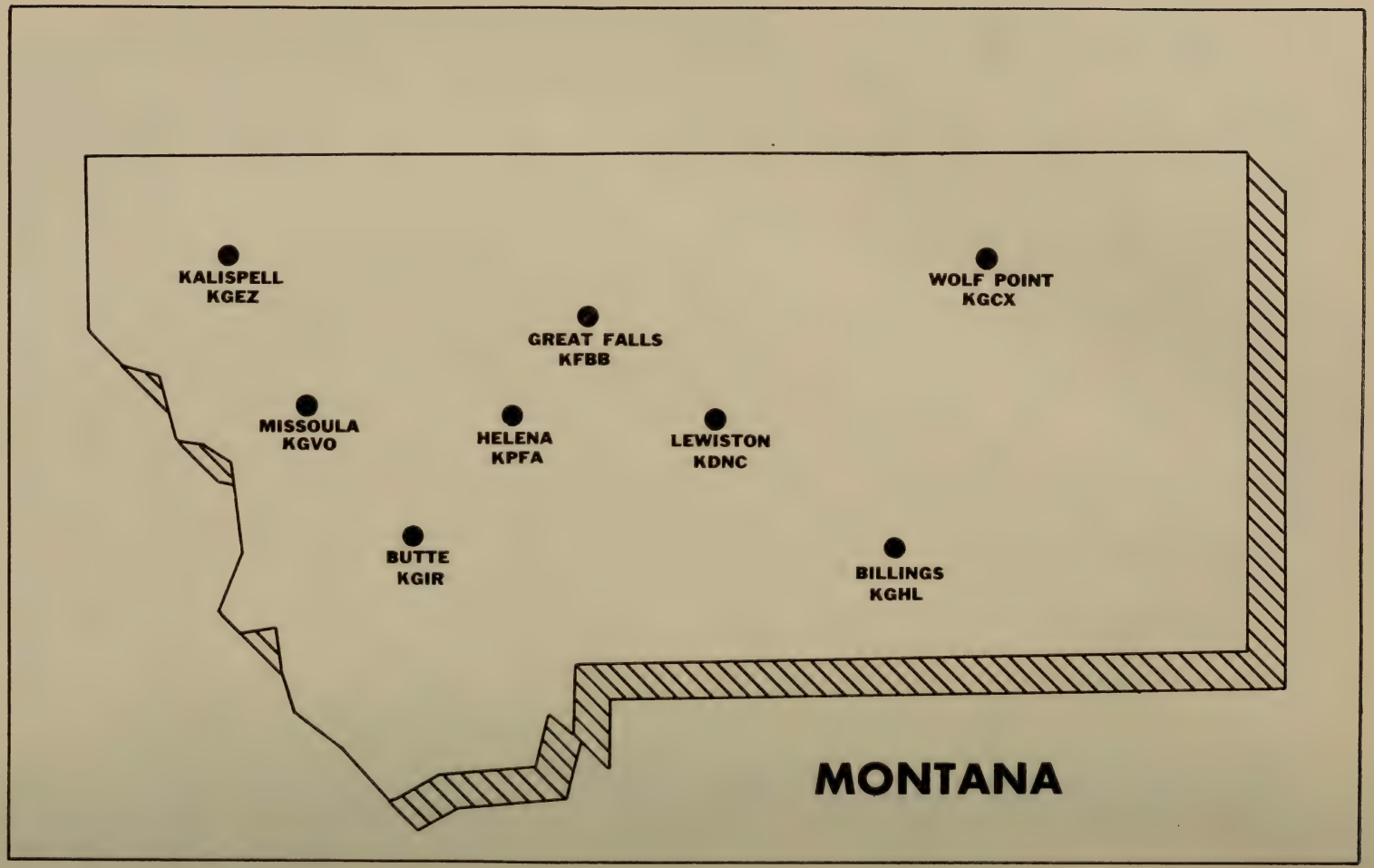
Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold.

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. *Phone:* 4377. *Power:* 2,500 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune).

President: F. A. Buttrey. *Station and commercial manager:* J. Jacobsen. *Program director:* Gerald H. Lansing. *Chief engineer:* John Parker.

Rep: Walter Biddick Co., Pacific Coast; Joseph Hershey McGillvra, New York, Chicago. *News:* Great Falls Tribune (local). *Seating facilities:* None. *Merchandising:* Service includes letters to the trade, arranging for window displays, contacting merchants in immediate area, mailing out of premiums. *Foreign lan-*


KALISPELL
KGEZ
WOLF POINT
KGCX
GREAT FALLS
KFBB
MISSOULA
KGVO
HELENA
KPFA
LEWISTON
KDNC
BUTTE
KGIR
BILLINGS
KGHL
MONTANA

guage programs: Not accepted. *Artists bureau:* None. *Stock:* Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. *Base rate:* $100.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations.

KPFA, HELENA

Operator: The People's Forum of the Air. *Power:* 100 watts on 1210 kc.

At press time this station had a construction permit only.

KGEZ, KALISPELL

Operator: Don Treloar, 203 First Ave. E. *Phone:* 32-332. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

Manager: Don Treloar. *Commercial manager:* W. B. LaBonte. *Program director:* O. Miller. *Chief engineer:* Don Gorman.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Window display; newspaper listings. *Foreign language programs:* Accepted subject to station approval. *Artists bureau:* None. *Base rate:* $20.

Copy restrictions: Announcements must not exceed 100 words; no patent medicines; beer accepted; no other alcoholic beverages; all scripts are subject to station approval.

KDNC, LEWISTON

Operator: Democrat News Co., Inc. *Power:* 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KGVO, MISSOULA

Operator: Mosbys, Inc., 240 N. Higgins Ave. *Phone:* 2155. *Power:* 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Jan. 18, 1931.

Station manager: A. J. Mosby. *Program director:* Les McCabe. *Chief engineer:* R. B. Sutton. *Publicity:* L. E. Nash.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 100 people. *Merchandising:* Assists in distribution and placing of window displays; other general helps. *Foreign language programs:* Population is less than 2% foreign; only program now is a sustainer (educational). *Artists bureau:* None. *Base rate:* $72.

Copy restrictions: Commercial copy restricted to 20% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance."

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. *Phone:* 102. *Power:* 1,000 watts on 1450 kc. *Affiliation:* None. *Opened:* 1928.

Owner and operator: E. E. Krebsbach. *Station manager:* Milton J. Severson. *Commercial managers:* M. J. Severson, Denise King. *Program and publicity director:* A. E. Richmond. *Chief engineer:* Harold Klimpel. *Musical director:* Denise King.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, seating 10 persons. *Merchandising:* None. *Foreign language programs:* No rules; no requests for same. *Artists bureau:* None. *Stock:* All held by E. E. Krebsbach. *Base rate:* $60.

Copy restrictions: Beer accepted; no wine, liquor or patent medicines.

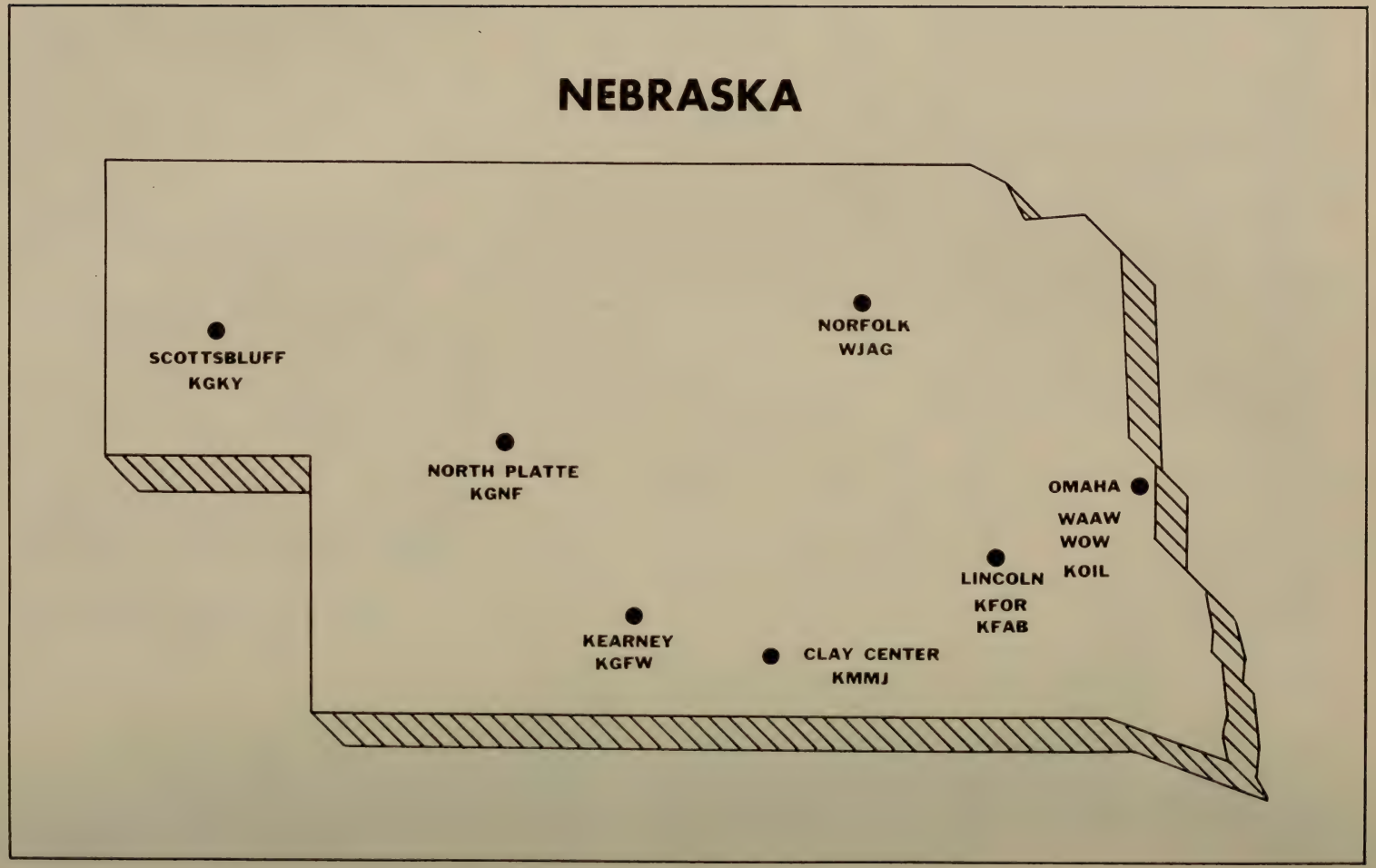
NEBRASKA

(266,800 radio homes)

Radio Homes by Counties

Adams	6,000	Cuming	2,200	Greeley	1,200
Antelope	2,300	Custer	4,300	Hall	6,800
Arthur	120	Dakota	1,300	Hamilton	2,200
Banner	210	Dawes	2,400	Harlan	1,300
Blaine	200	Dawson	4,000	Hayes	400
Boone	2,600	Deuel	700	Hitchcock	1,300
Box Butte	2,700	Dixon	1,900	Holt	2,600
Boyd	900	Dodge	5,900	Hooker	200
Brown	1,200	Douglas	53,700	Howard	1,300
Buffalo	5,400	Dundy	800	Jefferson	3,200
Burt	2,400	Fillmore	2,200	Johnson	1,500
Butler	2,500	Franklin	1,800	Kearney	1,600
Cass	3,000	Frontier	1,300	Keith	1,200
Cedar	2,500	Furnas	2,300	Keyapaha	400
Chase	1,100	Gage	6,100	Kimball	800
Cherry	1,600	Garden	600	Knox	2,400
Cheyenne	2,100	Garfield	500	Lancaster	22,300
Clay	2,100	Gosper	600	Lincoln	5,100
Colfax	2,600	Grant	240	Logan	300

NEBRASKA


SCOTTSBLUFF
KGKY
NORFOLK
WJAG
NORTH PLATTE
KGNF
OMAHA
WAAW
WOW
KOIL
LINCOLN
KFOR
KFAB
KEARNEY
KGFW
CLAY CENTER
KMMJ

Loup	200	Pierce	1,600	Sherman	1,100
McPherson	100	Platte	4,200	Sioux	400
Madison	5,800	Polk	1,900	Stanton	1,100
Merrick	1,900	Redwillow	3,300	Thayer	2,500
Morrill	1,400	Richardson	3,900	Thomas	200
Nance	1,400	Rock	500	Thurston	1,300
Nemaha	2,300	Saline	2,900	Valley	1,700
Nuckolls	2,100	Sarpy	1,400	Washington	1,900
Otoe	4,100	Saunders	3,400	Wayne	2,000
Pawnee	1,400	Scotts Bluff	6,300	Webster	1,900
Perkins	800	Seward	2,900	Wheeler	230
Phelps	2,400	Sheridan	1,900	York	3,900

KMMJ, CLAY CENTER

Operator: KMMJ, Inc. *Power:* 1,000 watts on 740 kc (operates to sunset). *Affiliation:* None. *Opened:* 1925.

General manager: Randall Ryan.

Rep: Furgason & Aston, Inc. *News:* UP; station also has direct wire to Washington, D. C., for market reports. *Seating facilities:* Largest studio seats about 400. *Merchandising:* Service rendered; station is affiliated with the Old Trusty (general) stores, totalling 135, and has ready-made contacts here. *Foreign language programs:* Not accepted. *Stock:* Owners of the station are Randall Ryan, Don Searle (of WIBW), and Herb Hollister (of KANS). *Base rate:* $80.

Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to approval of station.

(Note: While this information was not furnished by the station, it comes from reliable sources).

KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. *Phone:* 31551. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

Manager, president, station manager: Clark Standiford. *Commercial manager:* Clark Standiford. *Chief engineer:* Robert F. Turner.

Rep: Walter Biddick Co. *News:* None; gathers own locally. *Seating facilities:* About 25 persons. *Merchandising:* No services listed. *Foreign language programs:* Will accept; none on station currently. *Artists bureau:* None. *Base rate:* $20.

Copy restrictions: No alcoholic beverages; all programs and announcements subject to FCC approval.

KFAB, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln (Lincoln); Omaha National Bank Building (Omaha). *Phone:* B3214 (Lincoln); Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is affiliated with the Lincoln Star and the State Journal, under same operator as KOIL and KFOR.)

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Free, Johns & Field, Inc. *News:* INS; Universal. *Seating facilities:* Studio, 250 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Currently setting up a service. *Foreign language programs:* Accepted; station at present has no such programs, however. *Artists bureau:* None; current plans include setting up production department and artists bureau. *Base rate:* $230.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted.

KFOR, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star under same operator as KFAB and KOIL; Lee Newspaper Syndicate which also operates KGLO, Mason City, Ia.).

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Weed & Co. *News:* INS; Universal. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Service currently being set up. *Foreign language programs:* Accepted; none running currently, however. *Artists bureau:* None. *Base rate:* $56.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked.

Millions Produced
From
Nebraska Soil
1937 Crop Prospects Bright

If you have any old maps showing Nebraska in a drouth district, throw them away. Don't plan for the next season as you did for 1936. By the time this book is printed, Nebraska farmers will be harvesting over 42,620,000 bushels of winter wheat (the prevailing price is $1.25 a bushel) and millions of tons of hay. (The prevailing price is $17.50 per ton.)

Nebraska leads all states in the production of hay, second in production of live stock and winter wheat, third in corn, fourth in butter and rye, and fifth in oats.

Mother Nature has been good to Nebraska this year and the sooner we all forget 1936, the better it will be for all of us.

If you want the latest figures on Nebraska 1937 live stock and agricultural production, write any member of the

NEBRASKA BROADCASTERS ASSOCIATION

KFAB, Lincoln
KFOR, Lincoln
KGFW, Kearney
KGKY, Scottsbluff
KGNF, North Platte
KOIL, Omaha
WJAG, Norfolk
WOW, Omaha

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. *Phone:* 20. *Power:* 1,000 watts on 1060 kc. *Affiliation:* None. *Opened:* July 15, 1922.

President: Gene Huse. *Chief engineer:* Frank Weidenbach. *Musical director:* Russell Jensen. *Manager:* Art Thomas.

Rep: Wilson-Robertson. *News:* AP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* $60.

Copy restrictions: No announcements with sound effects; no announcements between news items; competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday noons or close to children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drugs Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. *Phone:* 132. *Power:* 1,000 watts on 1430 kc. (operates to sunset). *Affiliation:* None. *Opened:* July 5, 1930.

President, station manager: W. I. Le Barron. *Commercial manager:* Ralph Jones. *Program director:* John Alexander. *Chief engineer:* J. B. Eaves. *Publicity director:* V. J. LeBarron.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Small auditorium, seats 50. *Merchandising:* Yes; partial service. *Foreign language programs:* Will accept on same basis as English programs. *Artists bureau:* None. *Stock:* Principal holders are W. I. LeBarron and V. J. LeBarron. *Base rate:* $55.

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval.

To "H----" with the Classes, Give Us the Masses !

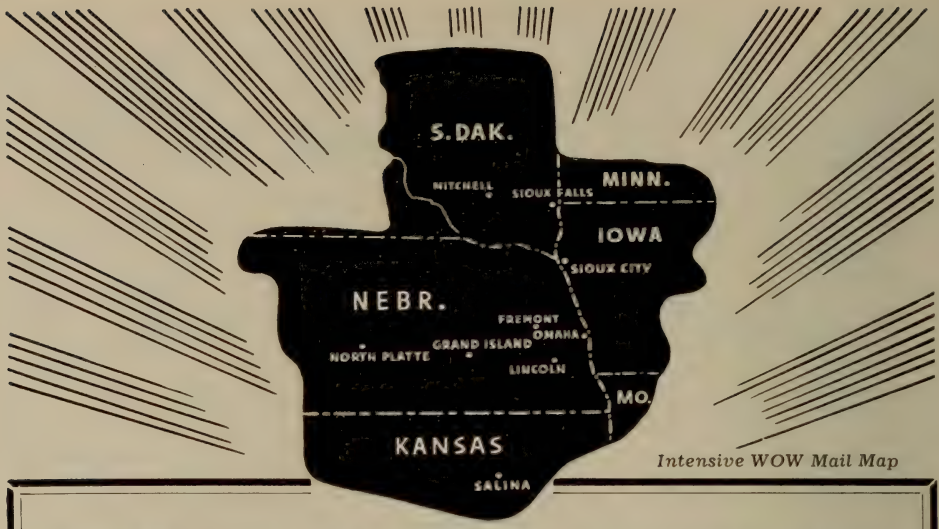
- **Programmed for the mass audience.**
- **A responsive audience—not just listeners.**
- **A frequency that gives *extensive* coverage without *expensive* power.**
- **An independent station devoted to serving the spot advertiser.**

WAAW

Owned and Operated by
OMAHA GRAIN EXCHANGE

OMAHA
660 kc—500 Watts

National Representatives:
WILSON-ROBERTSON



Intensive WOW Mail Map

A Short, Short Presentation of Radio Station WOW

(Reading Time: 40 seconds)

★ **COVERAGE:** W O W is the radio capital of Nebriowa, an immensely wealthy trade territory composed of parts of six middlewestern states.

★ **POWER:** 5,000 watts, 590 kilocycles, on a regional cleared channel, is a combination that gives maximum coverage of this area.

★ **MAIL PROOF:** Power alone is not enough. Advertisers want *results*. W O W mail-proof maps tell the story.

★ **SHOWMANSHIP:** Unbiased and fearless VARIETY has given W O W first rating in showmanship in this area for many years.

★ **ACCEPTANCE:** High-class locally-built shows, and outstanding programs of the N.B.C. Red network, have created thousands of *habitual* W O W listeners.

★ **RESPONSIBILITY:** W O W is owned and operated by the world's strongest fraternal benefit society, the Sovereign Camp of the Woodmen of the World.

★ **COMPARE:** Check W O W by any yardstick you wish . . . its coverage, power, mail proof, showmanship, acceptance and responsibility all point to W O W as the No. 1 radio medium of the middlewest.

John Gillin, Jr., Mgr.
590 K.C.
5,000 Watts
On the NBC Red Network

WOW

Omaha, Nebraska

Represented by
John Blair Co.,
New York
Chicago
Detroit
San Francisco

KOIL, OMAHA

Operator: Central States Broadcasting Co.. 17th and Farnum. *Phone:* Jackson 7626. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* July 5, 1925. (Note: KOIL is under same operator as KFAB and KFOR, Lincoln; affiliation with Lincoln Star and State Journal.)

General manager: John M. Henry. *Commercial manager:* Gene Willoughby. *Program director:* Bob Cunningham. *Chief engineer:* Mark Bullock. *Musical director:* Eddie Butler. *Merchandising manager:* Paul Hammon. *Promotion and Publicity manager:* R. Bruce Wallace.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Program pictures on two dozen display boards in downtown windows of Omaha, Council Bluffs, Lincoln; news releases; tie-in material placed in stores; surveys and telephone calls; special promotion letters to dealers if lists and expenses are furnished; pre-show plugs and announcements; occasional ads used in Omaha Bee-News and Lincoln Star and Journal. *Foreign language programs:* No set policy; depends on program, time of day, etc. for acceptance. *Artists bureau:* Maintained nominally only. *Base rate:* $200.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials must be approved by KOIL executive committee; "good taste" and "public acceptance" angles emphasized.

WAAW, OMAHA

Operator: Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harvey Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* Nebraska Network. *Opened:* 1922.

General manager and director: Frank P. Manchester. *Assistant station manager, program and publicity director:* James C. Douglass. *Commercial manager:* W. K. Bailey. *Chief engineer:* Walter Myers. *Artists bureau head:* Hiram Higsby.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc.. at cost. *Foreign language programs:* Accepted; English translation must be furnished. *Artists bureau:* Yes. *Base rate:* $56.25.

Copy restrictions: Accept beer and light wines; no hard liquor; medical accounts subject to station approval.

WOW, OMAHA

Operator: Sovereign Camp of the Woodmen of the World, Insurance Bldg. *Phone:* Jackson 6844. *Power:* 5,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Sovereign Camp of the Woodmen of the World is a fraternal insurance association.)

Personnel director: William Ruess. *Station manager:* John J. Gillin, Jr. *Promotion manager, publicity director:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* $300.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations.

KGKY, SCOTTSBLUFF

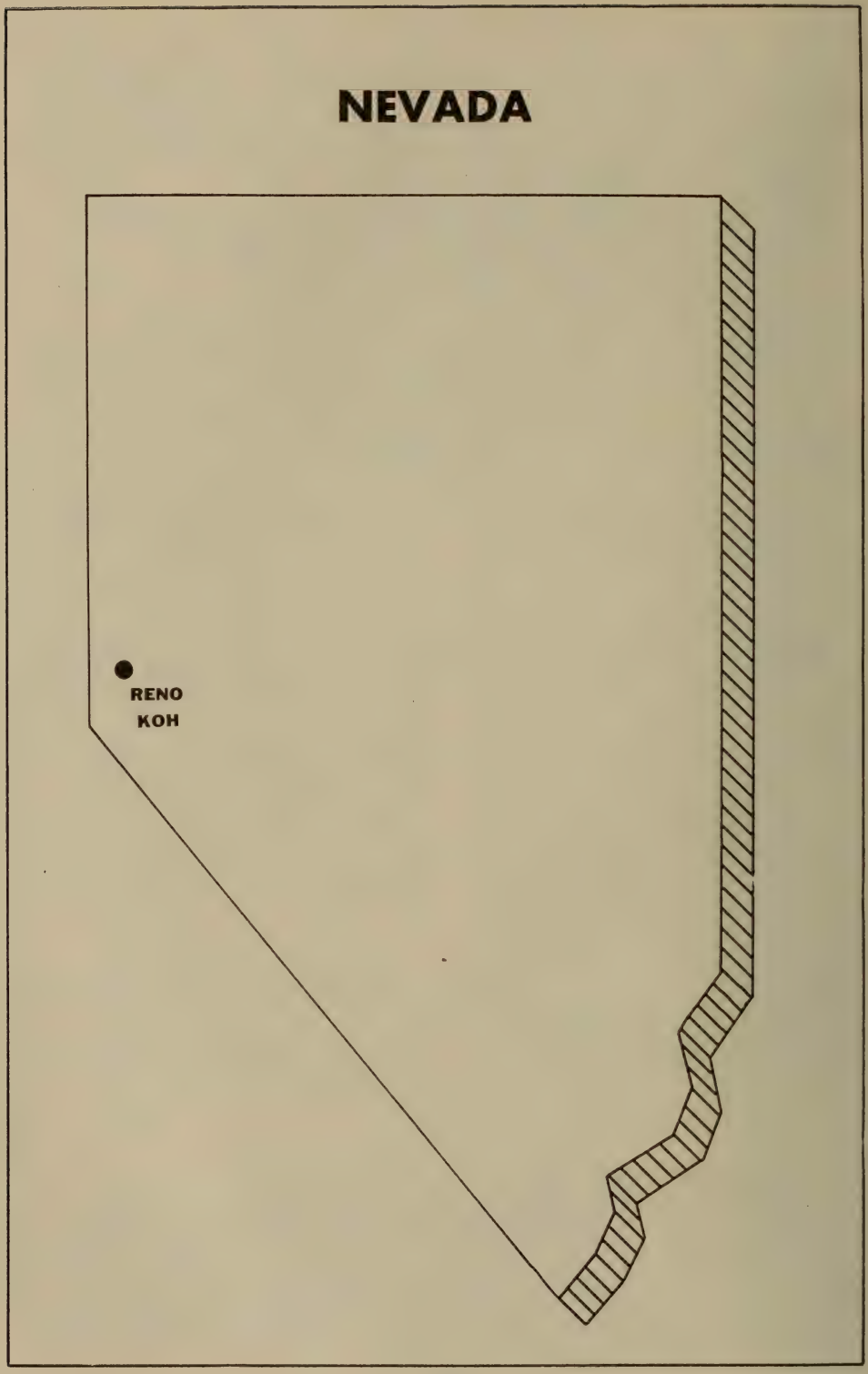
Operator: Hilliard Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1930.

Rep: None. *Base rate:* $30.

No further information available after several requests.

STATION REPRESENTATIVES' ROUNDTABLE

After numerous attempts at establishing a station representatives' trade association, a Roundtable Group was founded on Oct. 16, 1936, for the purpose of dealing with station and station representative problems. Four representative houses belong to the group. A suggestion has been framed by this trade association for standardizing discounts according to uniform percentages.


NEVADA
RENO
KOH

NEVADA

(21,700 radio homes)

Radio Homes by Counties

Churchill	1,200	Humboldt	900	Ormsby	500
Clark	2,400	Lander	400	Pershing	600
Douglass	300	Lincoln	500	Storey	160
Elko	2,300	Lyon	800	Washoe	6,900
Esmeralda	400	Mineral	400	White Pine	2,500
Eureka	240	Nye	1,200		

KOH, RENO

Operator: The Bee, Inc., 440 N. Virginia Street. *Power:* 500 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1928. (Note: This station is owned by the McClatchy Newspapers).

Manager: Joy True.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. *News:* None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* $75.

Copy restrictions: Accept beer and wine, but no hard liquor advertising; all copy subject to station approval and government regulations.

NEW HAMPSHIRE

(99,700 radio homes)

Radio Homes by Counties

Belknap	5,100	Grafton	9,700	Strafford	8,600
Carroll	2,800	Hillsborough	30,900	Sullivan	4,600
Cheshire	6,200	Merrimack	12,900		
Coos	6,900	Rockingham	12.000		

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. *Phone:* 501. *Power:* 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1922.

Owners: C. S. and M. Jenney. *Station manager, commercial manager, publicity:* Hugh M. Hescock. *Program director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor. *Musical director:* Claude C. Marquis.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Beer, wine and liquors accepted; station states "we go easy on patent medicines."

WFEA, MANCHESTER

Operator: New Hampshire Broadcasting Co., Carpenter Hotel. *Power:* 1,000 and 500 watts on 1340 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1932. (Note: This station is under the same ownership as WCSH, Portland.)

Owner: Henry Rines. *Manager:* Charles Evans.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* $70.

Copy restrictions: Accept wine and beer advertising; no hard liquors.

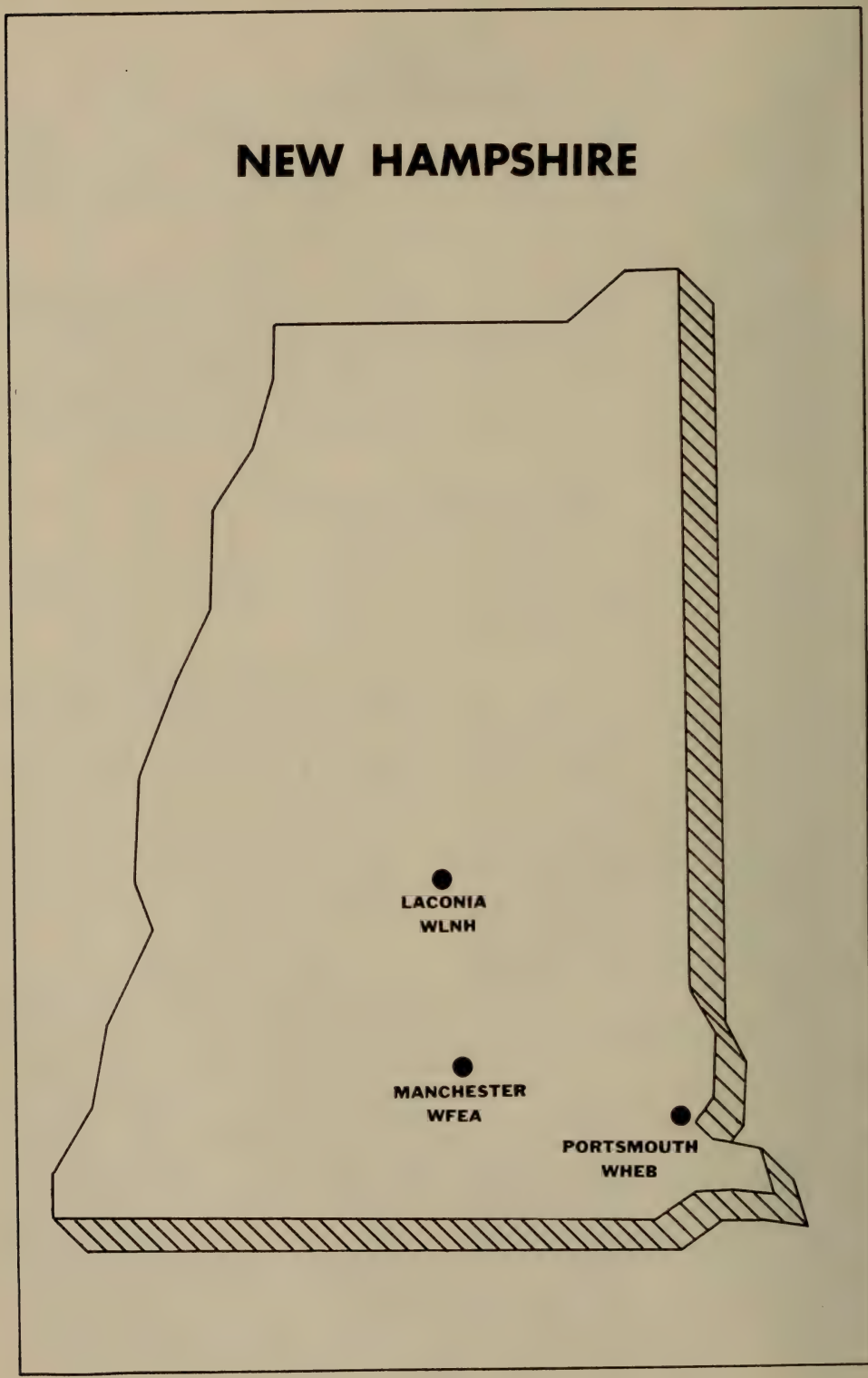
(Note: While this information was not furnished by the station, it comes from authentic sources.)

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Co., 39 Congress St., P. O. Box 746. *Phone:* 2670-1. *Power:* 250 watts on 740 kc, 8 a.m. to sunset at Atlanta, Georgia; no Sunday schedule. *Affiliation:* None. *Opened:* Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

President, station manager, commercial manager: H. J. Wilson. *Program director, artists bureau head:* V. E. Bennett. *Chief engineer:* G. E. Knightly. *Musical director:* D. R. Stevens. *Publicity director:* H. C. Wilson.

Rep: Cox and Tanz. *News:* AP; also


NEW HAMPSHIRE
LACONIA
WLNH
MANCHESTER
WFEA
PORTSMOUTH
WHEB

gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally maintained by station. *Base rate:* $100.

Copy restrictions: No alcoholic beverages, beer or wines; charitable organizations in the area given time gratis.

NEW JERSEY

(897,500 radio homes)

Radio Homes by Counties

Atlantic	30,600	Gloucester	13,400	Ocean	9,000
Bergen	88,000	Hudson	137,500	Passaic	67,300
Burlington	17,000	Hunterdon	6,400	Salem	7,900
Camden	51,700	Mercer	38,800	Somerset	14,200
Cape May	7,900	Middlesex	43,200	Sussex	6.900
Cumberland	17,100	Monmouth	34,600	Union	71,000
Essex	200,300	Morris	25,400	Warren	9,300

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. *Phone:* 1911. *Power:* 500 watts on 1280 kc (divides time with WCAM and WTNJ). *Affiliation:* None. *Opened:* 1927.

Technical advisor: Thomas F. Burley, Jr. *Station manager:* V. N. Scholes. *Chief engineer:* Ernest Ruckle. *Artists bureau head:* D. Johanson.

Rep: None. *News:* None. *Seating facilities:* Convention Hall, seating 4,500 persons; Berkeley Carteret Hotel Crystal Room, seating 500. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* $100.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

WPG, ATLANTIC CITY

Operator: City of Atlantic City, Convention Hall. *Phone:* 4-6538. *Power:* 5,000 watts on 1100 kc (divides time with WLWL). *Affiliation:* CBS. *Opened:* January, 1925.

Station head: Mayor Charles D. White. *Station manager:* Norman Reed. *Commercial manager:* Wm. H. Appleby. *Program director:* Margaret Keever. *Chief engineer:* Earle Godfrey.

Rep: Sears and Ayer. *News:* Transradio. *Seating facilities:* Two studios; larger seats 300; smaller accommodates 60. *Merchandising:* Arranges displays for sponsors on the Atlantic City boardwalk and in the pier studios. *Foreign language programs:* Carries Italian and Jewish programs currently; English translation must be submitted in advance. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Copy must be free of objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp. *Power:* 100 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

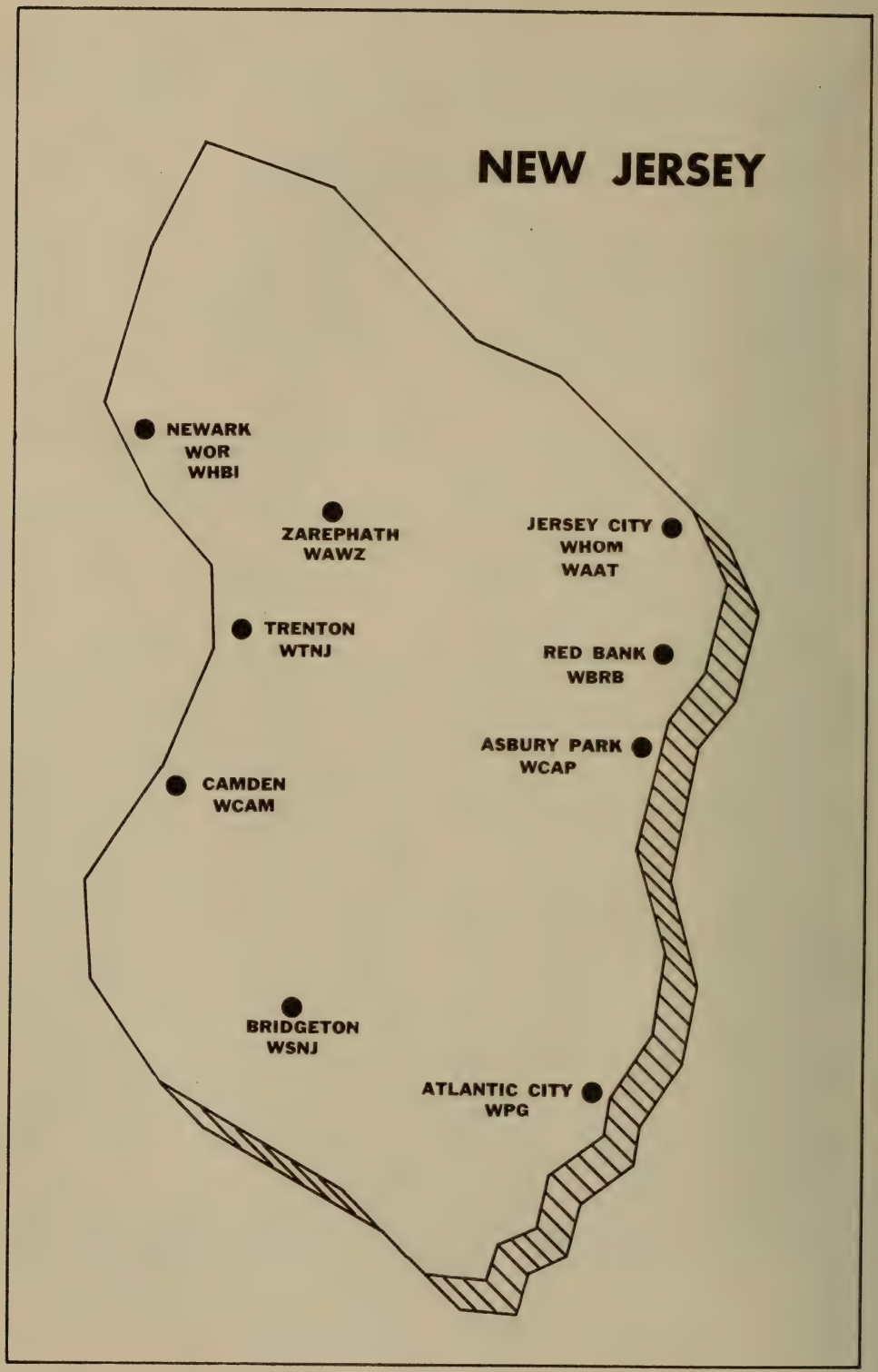
WCAM, CAMDEN

Operator: Broadcast Advertising Co., City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

President of operating company: Henrietta M. Preisendanz. *Station manager:* Frederick Caperoon. *Commercial manager:* L. M. Maxwell. *Program director:* Mary J. Costanza. *Chief engineer:* C. E. Onens. *Musical director:* Chas. L. Bowen. *Publicity director:* William Markward.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Cooperative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Yes; all material must be submitted in English in advance; time for these broadcasts is limited. *Artists bureau:* None. *Stock:* Owner of Broadcast Advertising Co. is Henrietta M. Preisendanz, heir (wife) to estate of Rud Preisendanz; no other stock outstanding or otherwise held in station or operating company. *Base rate:* $120.

Copy restrictions: Beer, wines, alcoholic beverages and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; company will not assume any liability for statements made by the advertiser.


NEW JERSEY
NEWARK
WOR
WHBI
ZAREPHATH
WAWZ
JERSEY CITY
WHOM
WAAT
TRENTON
WTNJ
RED BANK
WBRB
ASBURY PARK
WCAP
CAMDEN
WCAM
BRIDGETON
WSNJ
ATLANTIC CITY
WPG

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square. *Phone:* Journal Square 2-0716. *Power:* 500 watts on 940 kc (daytime). *Affiliation:* None. *Opened:* November, 1926.

President, station and commercial manager, artists bureau head: Paul H. La Stayo. *Program director:* Gabrielle C. Haas. *Chief engineer:* Anthony Castellani. *Musical director:* Tabe Nicholson.

Rep: None. *News:* None. *Seating facilities:* Use hotel ballroom for audience programs; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* $210.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising; all copy subject to station approval.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930.

President, station manager: Paul F. Harron. *Commercial manager:* Joseph Lang. *Program director, artists bureau head:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Alfred Fasano. *Publicity director:* Don Larkin.

Rep: None. *News:* None. *Seating facilities:* None listed. *Merchandising:* None. *Foreign language programs:* Station specializes in same; currently carrying German, Jewish, Polish, Syrian, Greek, Italian and Irish programs; translation must be submitted in advance. *Artists bureau:* Yes; artists not listed. *Base rate:* $90.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must be approved by management and conform to state and federal laws.

WHBI, NEWARK

Operator: May Radio Broadcast Corp. *Power:* 2,500 and 1,000 watts (shares hours with WNEW). *Affiliation:* None.

Rep: None. *Base rate:* $250.

No other data available after repeated requests.

WOR, NEWARK

For information on this station, see New York City. Although WOR is licensed for Newark, N. J., it maintains studios and general offices in New York City through its affiliation with the Radio Quality Group Service.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, Inc., 63-65 Broad Street. *Phone:* 980. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNY, and WFAS). *Affiliation:* None. *Opened:* October, 1925.

Station manager: V. N. Scholes. *Commercial manager:* A. W. Mayhew. *Program director:* Lillian Mayhew. *Chief engineer:* Robert Johnson.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Supply some publicity, free. *Foreign language programs:* Not accepted. *Artists bureau* None. *Base rate:* $80.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

WTNJ, TRENTON

Operator: WOAX, Inc., Hotel Hildebrecht. *Phone:* 5876. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1922.

President: Paul F. Harron. *Station and commercial manager:* Edward D. Clery. *Program director:* Harry E. McIlvain. *Chief engineer:* Edward P. Knowles. *Musical director:* William H. Van Doren. *Publicity director:* Rupe Werling.

Rep: None. *News:* Transradio. *Seating facilities:* Hotel Hildebrecht ballroom, seating 800 persons. *Merchandising:* Services, including advance spot announcements, display publicity, etc., offered free of charge. *Foreign language programs:* Will accept; Polish, Italian, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Accept beer, wine and hard liquor; no patent medicines; all copy subject to station standards and government regulations.

WAWZ, ZAREPHATH

Operator: Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX). *Opened:* March 15, 1931.

President: Bishop Alma White. *Vice-president:* Bishop Arthur K. White. *Vice-president, station manager, program director:* Rev. Ray B. White. *Chief engineer:* N. L. Wilson. *Musical director:* Orland Wolfram.

Seating facilities: 1,000 persons.

This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College, and Zarephath Bible Seminary.

NEW MEXICO


GALLUP
KAWM
SANTA FE
KRQA
ALBUQUERQUE
KGGM
KOB
CLOVIS
KICA
ROSWELL
KGFL
CARLSBAD
KLAH

NEW MEXICO

(48,300 radio homes)

Radio Homes by Counties

Bernalillo	9.100	Hidalgo	600	San Juan	1,200
Catron	200	Lea	800	San Miguel	2,600
Chaves	2,900	Lincoln	800	Santa Fe	2,800
Colfax	2,300	Luna	900	Sierra	500
Curry	2,100	McKinley	2,500	Socorro	900
De Baca	300	Mora	600	Taos	1,000
Dona Ana	2,400	Otero	1,000	Torrance	800
Eddy	2,300	Quay	1,300	Union	1,100
Grant	2,100	Rio Arriba	1,200	Valencia	1,400
Guadalupe	600	Roosevelt	1,100		
Harding	300	Sandoval	600		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. *Phone:* 929. *Power:* 1,000 watts on 1230 kc. *Affiliation:* None. *Opened:* No date given.

Station manager, commercial manager: Mike Hollander. *Program director:* Elmer Fondren. *Musical director:* J. B. Matthews. *Chief engineer:* Leonard Dodds.

Rep: Wilson-Robertson, Inc. *News:* Christian Science Monitor. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* Accepted at regular station rates; bi-lingual announcer available at no extra cost. *Artists bureau:* None. *Stock:* Principally held by A. R. Hebenstreit and S. P. Vidal. *Base rate:* $90.

Copy restrictions: Accept beer and wine copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. *Phone:* 1180. *Power:* 10,000 watts on 1180 kc. (up to 9 p.m., divides time with KEX thereafter). *Affiliation:* NBC (station is available with Pacific Red or Blue as an optional). *Opened:* June 3, 1920. (Note: prior to August, 1936, KOB was owned by the New Mexico College of Agriculture and Mechanical Arts; subsequently it has become a commercial station.)

President: T. M. Pepperday. *Commercial manager, program director:* J. C. McGrane. *Chief engineer:* George S. Johnson. *Musical director:* Mary Hickox.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* None; planned studios call for 150 capacity. *Merchandising:* Any service desired is rendered at cost. *Foreign language programs:* Announcements and programs taken in Spanish; additional charge made for announcer. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no hard liquors; only restrictions on copy are that copy must be within the law, and "in good taste."

KLAH, CARLSBAD

Operator: Jack Hawkins and Barney H. Hubbs, Crawford Hotel. *Phone:* 244. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station and commercial manager: Jack Hawkins. *Program director:* Wray Guye. *Chief engineer:* Harry Boehnemann.

Rep: Cox and Tanz, Philadelphia. *News:* None. *Seating facilities:* None. *Merchandising:* Furnish window displays, publicity; contact dealers and retailers. *Foreign language programs:* Accept Spanish programs; script subject to station approval. *Artists bureau:* None. *Base rate:* $50.

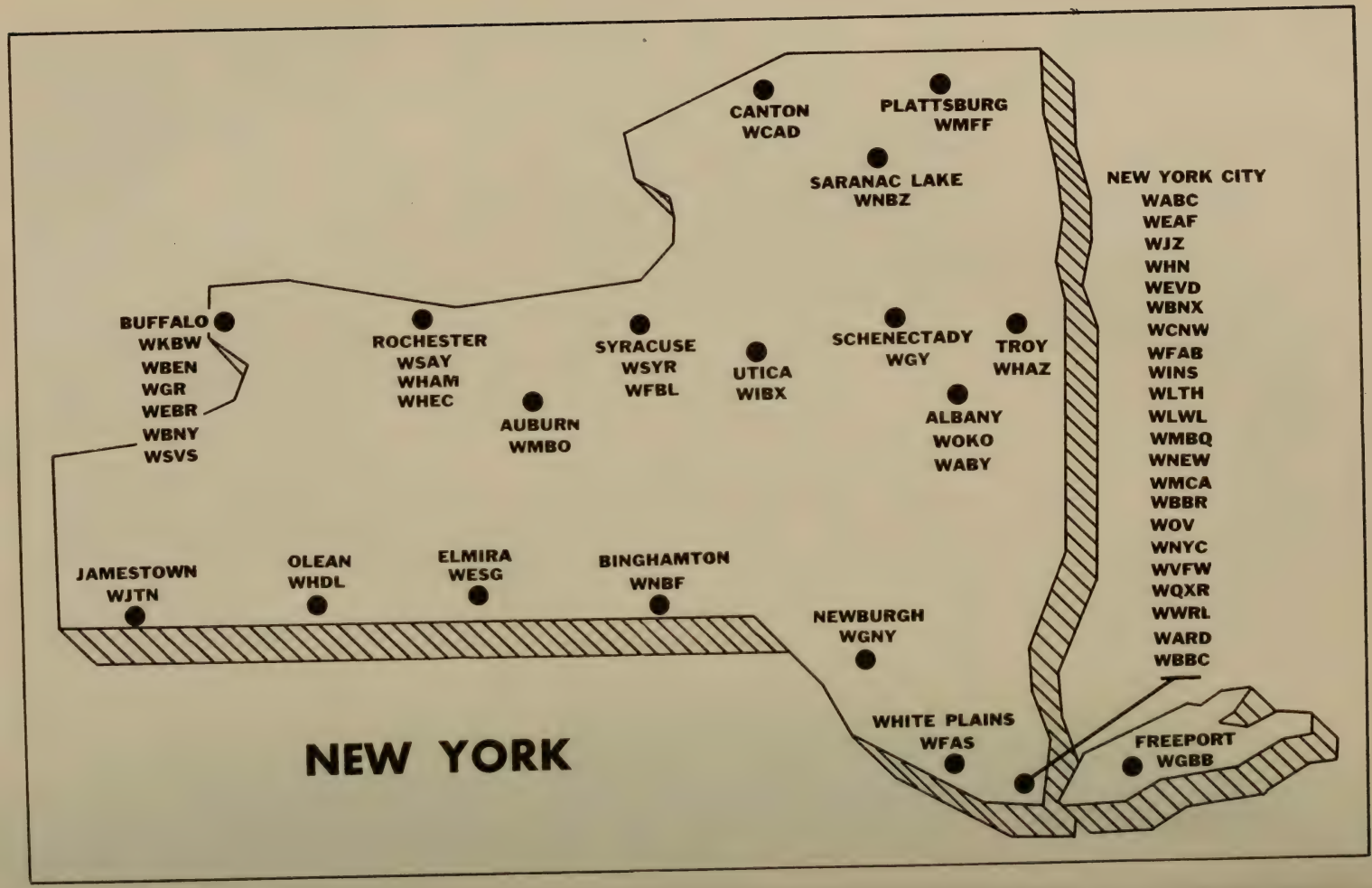
Copy restrictions: Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., Hotel Clovis Bldg. *Phone:* 3. *Power:* 100 watts on 1370 kc. (shares hours nighttime with KGFL). *Affiliation:* None. *Opened:* 1929.

General manager: Charles C. Alsup. *Commercial manager:* Leon Womack. *Program director:* Ed Safford, Jr. *Chief engineer:* Jack Lund. *Musical director:* Mrs. J. E. Alsup.

Rep: Cox & Tanz. *News:* RNA (Transradio). *Seating facilities:* Rainbow Ballroom, Clovis Hotel, seating 350 persons. *Merchandising:* Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." *Foreign language programs:* Accept


CANTON
WCAD
PLATTSBURG
WMFF
SARANAC LAKE
WNBZ
NEW YORK CITY
WABC
WEAF
WJZ
WHN
WEVD
WBNX
WCNW
WFAB
WINS
WLTH
WLWL
WMBQ
WNEW
WMCA
WBBR
WOV
WNYC
WVFW
WQXR
WWRL
WARD
WBBC
BUFFALO
WKBW
WBEN
WGR
WEBR
WBNY
WSVS
ROCHESTER
WSAY
WHAM
WHEC
AUBURN
WMBO
SYRACUSE
WSYR
WFBL
UTICA
WIBX
SCHENECTADY
WGY
TROY
WHAZ
ALBANY
WOKO
WABY
JAMESTOWN
WJTN
OLEAN
WHDL
ELMIRA
WESG
BINGHAMTON
WNBF
NEWBURGH
WGNY
WHITE PLAINS
WFAS
FREEPORT
WGBB
NEW YORK

Spanish programs. *Artists bureau:* None. *Base rate:* $25.

Copy restrictions: Accept beer, wine and liquor advertising; all copy subject to FCC rules and regulations.

KAWN, GALLUP

Operator: A. W. Mills. *Power:* 100 watts on 1500 kc.

No other data available.

KRQA, SANTA FE

Operator: Sunshine Broadcasting System, 759 Cerrillos Road. *Phone:* 1456. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* December, 1934.

General, station and commercial manager, publicity director: J. Laurance Martin. *Assistant station manager:* A. F. Schultz. *Chief engineer:* J. Laurance Martin. *Artists bureau head and musical director:* George O. Thorne. *Spanish program director:* T. R. Rivera.

Rep: Cox & Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* $45.

Copy restrictions: Accept beer, wine and hard liquor; all copy subject to station standards and government regulations.

KGFL, ROSWELL

Operator: KGFL, Inc. *Power:* 100 watts on 1370 kc (specified hours with KICA).

No other data available.

NEW YORK

(2,993,100 radio homes)

Radio Homes by Counties

Albany	53,500	Herkimer	13,600	Rensselaer	30,700
Allegany	7,900	Jefferson	20,700	Richmond	35,000
Bronx	317,000	Kings	608,000	Rockland	12,900
Broome	34,900	Lewis	4,300	St. Lawrence	17,800
Cattaraugus	17,500	Livingston	7,900	Saratoga	14,500
Cayuga	16,400	Madison	9,600	Schenectady	30,800
Chautauqua	30,500	Monroe	103,500	Schoharie	4,500
Chemung	18,100	Montgomery	13,500	Schuyler	2,600
Chenango	8,000			Seneca	5,100
Clinton	9,800	Nassau	72,700	Steuben	19,700
Columbia	10,400	New York	427,000	Suffolk	36,900
Cortland	8,300	Niagara	33,300	Sullivan	8,900
Delaware	9,200	Oneida	45,300	Tioga	6,100
Dutchess	23,400	Onondaga	71,200	Tompkins	11,000
Erie	178,200	Ontario	12,400	Ulster	20,500
Essex	7,200	Orange	31,300	Warren	8,900
Franklin	9,900	Orleans	5,300	Washington	9,200
Fulton	12,700	Oswego	15,700	Wayne	11,200
Genesee	9,900	Otsego	12,000	Westchester	120,400
Greene	6,000	Putnam	3,300	Wyoming	6,300
Hamilton	800	Queens	276,000	Yates	3,900

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., 110 N. Pearl St. *Phone:* 4-4194. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Optional Basic Service. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker Press and Albany News.)

President and general manager: Harold E. Smith.

Rep: Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. *Foreign language programs:* No restrictions against acceptance. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Accept alcoholic beverages, beer, wines, liquors, patent medicines subject to investigation of product and strict supervision of copy; exaggerated claims or mis-statements not tolerated.

WOKO, ALBANY

Operator: WOKO, Inc., Hotel Ten Eyck. *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker Press and The Albany News, both Gannett papers.)

General manager: Harold E. Smith.

WOKO

A SIX-YEAR HABIT

With

CAPITAL DISTRICT LISTENERS

For Results Write

WOKO

Hotel Ten Eyck, Albany, N. Y.

WABY OFFERS

COVERAGE IN 3 MAJOR CITIES

ALBANY – TROY – SCHENECTADY

The Only NBC Blue Network Service in the Area

WABY

ALBANY, N. Y.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* $170.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation of product and strict supervision of copy.

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* New York Broadcasting System. *Opened:* January, 1926.

President: Roy L. Albertson. *Station and commercial manager:* Frederick L. Keesee. *Program director:* Edward Campbell. *Chief engineer:* Herbert House. *Publicity director:* Dorothy Bolin.

Rep: None. *News:* New York Broadcasting System; local. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to broadcast. *Artists bureau:* Yes. *Base rate:* $70.

Copy restrictions: Accept beer and wine, no hard liquor; patent medicines accepted if approved by Food & Drugs Act; all copy subject to station approval and government regulations.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 136 Chenango Street. *Phone:* 2-3461. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* February 7, 1927.

President: John C. Clark. *Station manager:* Cecil D. Mastin. *Commercial manager:* Harry Trenner. *Program director:* Elizabeth Lamb. *Chief engineer:* Lester H. Gilbert. *Publicity director:* Fred Dodge.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the year carry three such commercial programs. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations.

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. *Phone:* Cleveland 6400. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News; also WEBR, Buffalo.)

President: Edward H. Butler. *Station manager, program director:* Edgar H. Twamley. *Commercial manager:* Clifford M. Taylor. *Chief engineer:* Ralph J. Kingsley. *Musical director:* Erwin Glucksman. *Publicity director:* Joe Haeffner.

Rep: Edward Petry & Co., Inc. *News:* locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $130 (½ hr.).

Copy restrictions: No announcements accepted on beer, wine or liquor; full-length programs accepted for beer, but not for wine or liquor.

WBNY, BUFFALO

Operator: Roy L. Albertson, 485 Main Street. *Phone:* Cleveland 3365. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* New York Broadcasting System. *Opened:* March 4, 1936.

General, station and commercial manager: Roy L. Albertson. *Program director:* John A. McLean. *Chief engineer:* Thomas L. Vines. *Musical director:* Art Crossen.

Rep: None. *News:* Transradio. *Seating facilities:* 25 persons. *Merchandising:* Complete service; no charge except for special and costly services. *Foreign language programs:* Accept, with no restrictions; daily Polish and German programs current. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Accept beer and wine any time; hard liquor after 10 p.m. only; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis.

How About Buffalo?

When a station's commercial renewals — month in and month out — remain around 97 per cent. it can mean only one thing . . . we are getting highly satisfactory results for all types of advertisers.

WBNY

Owned and Operated by Roy L. Albertson

BUFFALO

Studios—485 Main Street

Telephone Cleveland 3365

Full Transradio Press Service!

WEBR, BUFFALO

Operator: WEBR, Inc., 23 North St. *Phone:* Lincoln 7133. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Blue. *Opened:* Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

President: Edward H. Butler. *Station manager:* Louis W. Kaiser. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Gluckman. *Publicity director:* Joe Betzer.

Rep: Edward Petry & Co., Inc. *News:* No service listed. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $72 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations and be in good taste.

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: Same owners control WKBW, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* $275.

Copy restrictions: All copy subject to station approval.

WKBW, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: Same owners control WGR, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

ARTIST'S MANAGEMENT BUREAU, Inc.

17 E. 45th St., New York

MU. 2-1888

Personal Representative

PAUL WHITEMAN
JIMMY BRIERLY
JIMMY LOU ELLIS
JOHNNY MERCER
KING'S MEN
BOB LAWRENCE
VIVIENNE SEGAL
HARRY ROSENTHAL

• The Salesway To The Rich Chautauqua Region

NEW POWER! NEW STUDIOS! NBC BLUE NETWORK AFFILIATION! The only station in the Chautauqua area . . . Now serving nearly a half million "Willing to Spend" listeners in New York and Pennsylvania. Tap this rich market at low cost!

For Information on Coverage, Results, Rates and Complete Information . . . Write, Wire or Phone.

WJTN

JAMESTOWN, N.Y.

"Showmanship" . . .

When Roger Baker leases a line to broadcast direct from the Buffalo Bison training camp in Florida —that's showmanship !

●

When BBC opens the Joint Charities and Community Fund Campaign with a mammoth all-star three and one-half hour broadcast—that's showmanship !

●

When the tourist from Canada is met at the Peace Bridge with a BBC microphone and a cordial welcome to Buffalo—that's showmanship !

●

When 3,000 University of Buffalo graduates stage a monster parade and BBC's ultra-short-wave equipped truck brings a "play-by-play" description—that's showmanship !

●

BBC Showmanship means BBC local dominance in the rich Western New York market. Let us prove it.

●

WGR . . . WKBW

. . . The Ends of the Dial . . .

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* $275.

Copy restrictions: All copy subject to station approval.

WSVS, BUFFALO

Operator: Seneca Vocational High School (Elmer S. Pierce, principal). *Power:* 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

WCAD, CANTON

Operator: St. Lawrence University. *Phone:* Canton 276. *Power:* 500 watts on 1220 kc. *Opened:* Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

Station head: Richard C. Ellsworth, secretary to the University. *Station manager:* Harold K. Bergman. *Program director, publicity director:* Ruth Willard. *Musical director:* Prof. H. Wellington Stewart. *Chief engineer:* Dr. Ward C. Priest.

News: Christian Science Monitor News.

This station is non-commercial; university-owned.

WESG, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. *Phone:* 5959; 5181. *Power:* 1,000 watts on 850 kc (daytime). *Affiliation:* CBS. *Opened:* 1921; present operation since Oct. 2, 1932. (Note: this station is operated commercially under lease by the Elmira Star-Gazette; it is owned by Cornell University, and there are additional studios in Ithaca on the University campus.)

Station manager: Dale L. Taylor. *Program director:* Harold M. Wagner. *Chief engineer:* True McLane. *Musical director:* Harry Springer. *Publicity director:* Glenn Williams.

Rep: J. P. McKinney & Son. *News:* AP; UP. *Seating facilities:* Studio, 45 persons; Mark Twain Hotel ballroom, 200. *Merchandising:* Make personal calls; direct mail; newspaper cooperation. *Foreign language programs:* None currently carried; acceptable with limitations. *Artists bureau:* Yes; have several bands, string groups, vocalists and other musicians. *Base rate:* $100.

Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs.

WGBB, FREEPORT

Operator: Harry H. Carman. *Power:* 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGNY). *Affiliation:* None. *Opened:* 1924.

Rep: None. *Base rate:* $60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Wellman Bldg. *Phone* 7-151. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Blue. *Opened:* 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSYR, Syracuse.)

President: H. C. Wilder. *Station manager:* Charles Denny. *Commercial manager:* Simon Goldman. *Program director:* J. Costley. *Chief engineer:* H. K. Kratzent.

Rep: Lists none exclusively. *News:* UP. *Seating facilities:* 1,600 in an auditorium by remote. *Merchandising:* Yes; specific policies not listed. *Foreign language programs:* Accepted. *Artists bureau:* Yes; has no specific list of talent on hand, but will supply performers on request. *Base rate:* $120.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice," no restrictions on alcoholic beverages; patent medicines restricted in accordance with Federal Trade Commission procedure.

WGNY, NEWBURGH

Operator: Peter Goelet. *Power:* 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGBB). *Affiliation:* None.

Director: Peter Goelet.

Rep: None. *Base rate:* $40.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. *Phone:* Wickersham 2-2000. *Power:* 50,000 watts on 860 kc. *Affiliation:* This is the key station of the Columbia Broadcasting System (Note: On the FCC records this station is listed as WABC-WBOQ).

For all other information, see the Columbia Broadcasting System.

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St. *Phone:* Triangle 5-3301. *Power:* 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). *Affiliation:* None. *Opened:* 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. *Commercial manager:* Oscar Kronenberg. *Chief engineer:* A. Hass.


A NEW APPROACH TO THE NEW YORK MARKET
WBNX
With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!
VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. *Artists bureau:* Yes; has talent available. *Base rate:* $200.

Copy restrictions: Accept beer; no other alcoholic beverages.

WBBC, NEW YORK CITY

Operator: Brooklyn Broadcasting Corp., 554 Atlantic Avenue. *Phone:* Triangle 5-6690. *Power:* 500 watts on 1400 kc. (shares time with WARD, WLTH, WVFW). *Affiliation:* None. *Opened:* 1926.

Managing director: Peter J. Testan. *Commercial manager, artists bureau head:* Arnold J. Jaffe. *Program and publicity director:* Bert Child. *Chief engineer:* Peter Testan, Jr. *Musical director:* Dave Tarras.

Rep: None. *News:* None. *Seating facilities:* 50 persons. *Merchandising:* Maintain publicity service department; sales department will advise and co-operate in dealer promotional campaigns and any other form of merchandising desired. *Foreign language programs:* Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. *Artists bureau:* Yes. *Base rate:* $190.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations.

WBBR, NEW YORK CITY

Operator: Peoples Pulpit Assn. *Power:* 1,000 watts on 1300 kc. (shares time with WHAZ, WFAB and WEVD).

This station does not sell time; church-owned.

WBNX, NEW YORK CITY

Operator: WBNX Broadcasting Corp., 260 E. 161st St. *Phone:* Melrose 5-0333. *Power:* 1,000 watts on 1350 kc (divides time with WAWZ). *Affiliation:* None. *Opened:* 1927. (Note: Station specializes in foreign language programs.)

Vice-president, general manager: W. C. Alcorn. *Commercial manager:* S. W. Caulfield. *Assistant commercial manager:* William I. Moore. *Program director:* Ned Ervin. *Studio director:* Frank Johnson. *Musical director:* Arno Arriga.

Rep: Van Cronkhite Associates. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with production of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* $225.

Copy restrictions: No set rules.

WCNW, NEW YORK CITY

Operator: Arthur Faske. *Power:* 250 and 100 watts on 1500 kc (shares hours with WMBQ and WWRL). *Affiliation:* None.

Base rate: $160.

No other data available.

WEAF, NEW YORK CITY

Operator: The National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 660 kc. *Affiliation:* NBC Basic Red—key station.

For all other information, see the National Broadcasting Co.

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 160 W. 44th St. *Phone:* Bryant 9-2360. *Power:* 1,000 watts on 1300 kc (shares time with WBBR, WFAB, WHAZ). *Affiliation:* None. *Opened:* July, 1931 (reorganized).

Managing director: Henry Greenfield. *Director in charge of programs:* Morris S. Novik. *Musical director:* Nicholas L. Saslowsky. *Publicity director:* George Field.

Rep: None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None. *Foreign language programs:* Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste."

WFAB, NEW YORK CITY

Operator: Fifth Avenue Broadcasting Corp. *Power:* 1,000 watts on 1300 kc (shares time with WBBR, WEVD, and WHAZ). *Affiliation:* None.

Director: Joseph Lang.

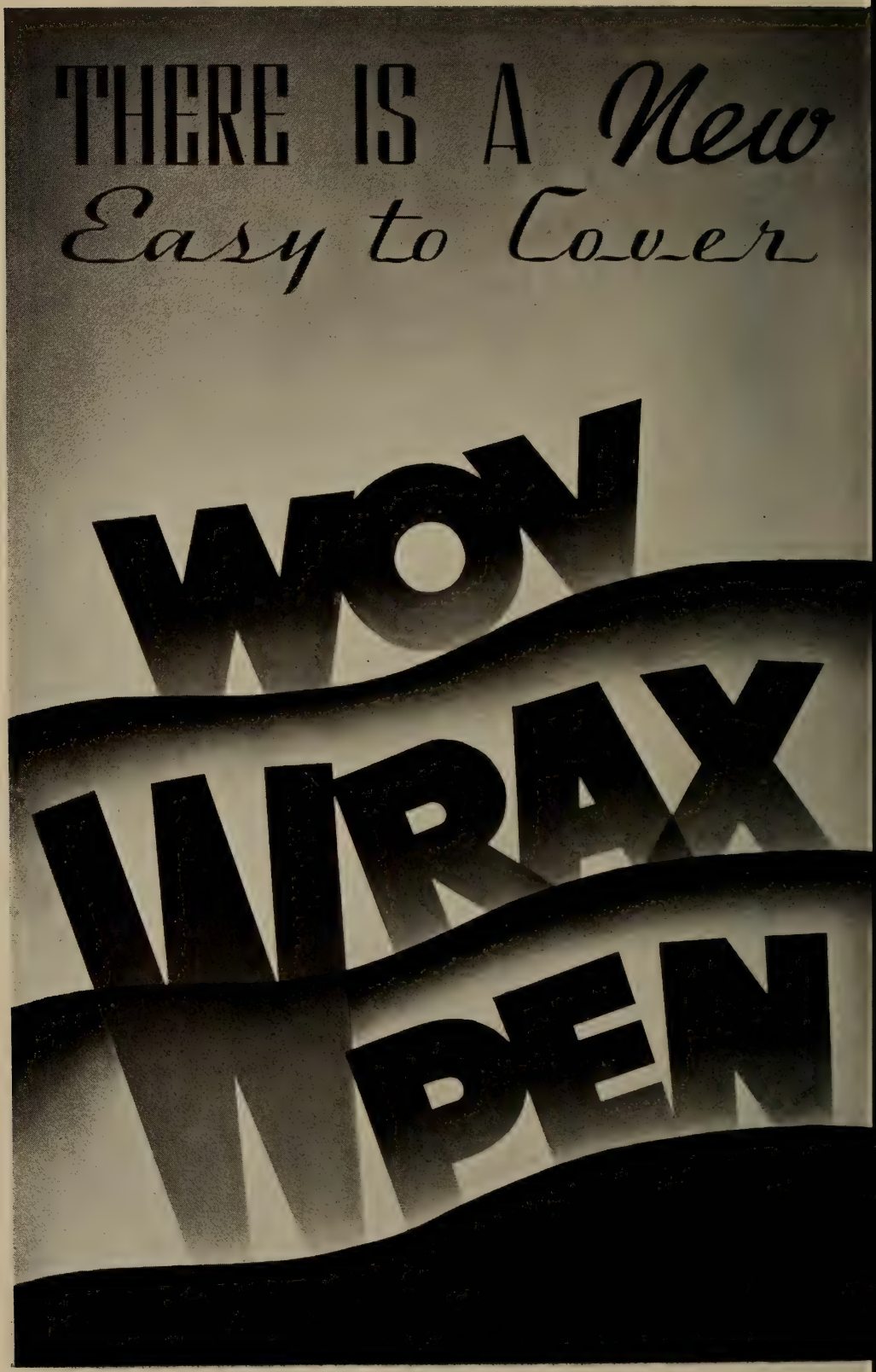
Rep: None. *Base rate:* $200.

Copy restrictions: Accept beer, wine and hard liquors.

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. *Phone:* Bryant 9-7800. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* Yankee Network; Colonial Network; WLW Line; New York Broadcasting System. *Opened:* March 18, 1922.

Managing director: Louis K. Sidney.


THERE IS A New
Easy to Cover
WON
WRAX
PEN

RICH MARKET.....

Easy to Sell

1000 WATTS

DAY
500 WATTS

NIGHT
250 WATTS

There is a new market, 50% of the Italian Market of America, concentrated between New York and Philadelphia. We can put this market in the palm of your hand through WOV in New York and WRAX-WPEN in Philadelphia.

There are more than 1,750,000 Italo-Americans in the New York Metropolitan Area, and 350,000 Italo-Americans in Greater Philadelphia served by 8,000 grocery stores, 1,500 drug stores and numberless outlets for practically every product you wish to sell.

For the last six years WOV and WRAX-WPEN have done a remarkably good job: In 1936 and 1937 95% of WOV advertisers renewed their contracts; 20% of WOV and WRAX-WPEN programs are now running without interruption for more than four years.

Write Today!

If you wish more information about the Italian Market of America, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience. No obligation on your part.

WOV

132 West 43rd St., New York, N. Y.

WRAX • WPEN

22nd and Walnut Sts., Philadelphia, Pa.

Over 2 Million Italo-Americans in New York, New Jersey & Philadelphia

Associate director, commercial manager: Herbert L. Pettey. *Station manager:* Frank Roehrenbeck. *Program director:* Fred Raphael. *Chief engineer:* Gordon Windham. *Artists bureau head:* Leo Cohen. *Musical directors:* Don Albert, Irving Aaronson. *Production manager:* Mort Harris. *Publicity director:* Abraham L. Simon.

Rep: E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Studio A, 150; studio B, 100; studio C, 100; studio No. 1403, 50. *Merchandising:* None. *Foreign language programs:* No. *Artists bureau:* Complete service; artists booked directly, while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including the Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* $400.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast; will accept alcoholic beverages and patent medicines, acceptance depending on approval of product and copy.

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc. *Affiliation:* New York Broadcasting System. *Opened:* 1924. (Note: This station is newspaper-owned by the New York Journal and American—Hearst Newspapers.)

Station manager: Burt Squire. *Commercial manager:* Carl Calman. *Program director:* A. A. Grobe. *Chief engineer:* C. H. Pease. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

Rep: Hearst Radio, Inc. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $250.

Copy restrictions: Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations.

WJZ, NEW YORK CITY

Operator: National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

For all other information, see the National Broadcasting Co.

WLTH, NEW YORK CITY

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW). *Affiliation:* None. *Opened:* September, 1925.

President, commercial manager: Samuel Gellard. *Program director:* Stanley Field. *Chief engineer:* Norwood Bradshaw. *Musical director:* Sholom Secunda. *Publicity director:* Norman H. Warembud.

Rep: Van Cronkhite Associates. *News:* Yiddish Telegraphic Agency. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has mailing list of listeners consistently patronizing advertisers which may be used by clients for follow-ups; has organized a Grocer's Association to aid advertisers in merchandising. *Foreign language programs:* Yes; in Jewish, Italian, German, Irish, Polish, Spanish, Norwegian, Arabic. *Artists bureau:* None. *Base rate:* $175.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate code of ethics of NAB; with patent medicines, copy and hour of broadcast is also supervised by station.

WLWL, NEW YORK CITY

Operator: Universal Broadcasting Corp., 415 West 59th Street. *Power:* 5,000 watts on 1100 kc. (specified hours with WPG.)

Base rate: $300.

No other information available after repeated requests.

(Note: At press time this station was reported as sold to Arde Bulova. Call letters will be changed to WBIL.)

WMBQ, NEW YORK CITY

Operator: Metropolitan Broadcasting Corp., special temporary authorization authorized to Joseph Husid, receiver for the Metropolitan Broadcasting Corp. *Power:* 100 watts on 1500 kc (shares hours with WCNW and WWRL).

No other data available.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., 1697 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

President, station manager: Donald Flamm. *Commercial manager:* Bertram Lebhar, Jr. *Program director:* Alfred A. Hall. *Chief engineer:* Frank Marx. *Artists bureau head:* Charles Wilshin. *Musical director:* Carl Fenton. *Publicity director:* Leon Goldstein.

Rep: Ray Linton (Chicago). *News:* INS. *Seating facilities:* Studios, 250 persons. *Merchandising:* Sales promotion depart-



On the screen *it's M-G-M*

In the theatre *it's LOEW'S*





On the AIR—*it's*

WHN

DIAL 1010



No wonder *Variety* named WHN as New York's Number One Showmanship Station! Our affiliation with Metro-Goldwyn-Mayer Studios and Loew's chain of theatres, our accomplished staff of experienced showmen, our wide range of talented artists, combine to give our advertisers the best possible setting for their sales message . . . And besides, there isn't a more economical or more effective way to reach the World's Richest Market—New York!

"THE STATION OF THE STARS"


first by a large margin!
BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK
Take your choice ✓ check at will
Total number of local accounts on the air . . . first by a large margin!
Total number of local accounts that repeat year after year—season in, season out—first by a large margin!
Total number of national accounts using programs of no less than fifteen minutes—first by a large margin!
Total number of hours on the air—with the highest percent of listening audience among the local stations (Clark-Hooper)—first by a large margin!
Total number of program features that belong to New York—that are New York—that rank first in listening audience—first by a large margin!
. . . Best equipped to move your goods at the lowest cost per buyer . . . first by a large margin!
W·N·E·W
Covers New York City and its environs twenty-four hours a day
1250 KILOCYCLES
2500 WATTS BY DAY 1000 WATTS BY NIGHT

ment prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes; complete roster with about 65 artists available for booking. *Base rate:* $550.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees.

WNEW, NEW YORK CITY

Operator: Wodaam Corp. is licensee, while WBO Broadcasting Co. is operating company; 501 Madison Ave. *Phone:* Plaza 3-3300. *Power:* 2,500 and 1,000 watts on 1250 kc. (shares time with WHBI). *Affiliation:* None. *Opened:* Feb. 13, 1934.

President: Milton H. Biow. *Station manager, artists bureau head:* Bernice Judis. *Commercial manager:* Herman Bess. *Program director:* Has a program board. *Chief engineer:* Max Weiner. *Musical director:* Merle Pitt. *Publicity director:* Sid Schwartz.

Rep: None. *News:* Press-Radio (also tie-up with N. Y. Evening Journal). *Seating facilities:* Studios, 200 persons. *Merchandising:* Maintains such a department. *Foreign language programs:* None. *Artists bureau:* Yes; has about 45 artists. *Base rate:* $350.

Copy restrictions: Accepts beer, wine and patent medicines; rejects laxatives, reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others; guided by code of ethics of FCC.

WNYC, NEW YORK CITY

Operator: City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

Station head: K. J. H. Kracke (Commissioner of Plant & Structures). *Program director:* Seymour N. Siegel. *Chief engineer:* Isaac Brimberg. *Artists bureau head:* Bert Dixon. *Musical director:* Herman Newman. *Publicity director:* J. J. Auerhaan. *Studio manager:* T. H. Cowan.

News: Press Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Pennsylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

President: Alfred J. McCosker. *Vice-president, general manager:* Theodore C. Streibert. *Sales manager:* William B. Gellatly. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

Rep: Maintain own offices in Chicago. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* $925.

Copy restrictions: Accept beer, wine and liquor; minimum length of period—5 minutes; announcements accepted, with restrictions on time of broadcast; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WOR, WAAB, WRAX, WICC, WEAN, WSPR, New York Broadcasting System. *Opened:* December, 1926.

President, station manager, commercial manager: John Iraci. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Charles Berry.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. *Phone:* Columbus 5-6366. *Power:* 1,000 watts on 1550 kc. *Affiliation:* None. *Opened:* 1934.

President: John V. L. Hogan. *Station*

THE WHAM EMPIRE COVERS

1/4 **The Vast Empire State Population!**

* WHAM reaches 2,840,000 potential listeners as measured by the NBC System of Audience Measurement by "Aireas."

3/4 **The Rich Empire State's Area!**

* This measurement does NOT include the station's "Airea" No. 3 with as high as 49% potential circulation.

The ONLY 50,000 Watt Station In Western N. Y.
Clear Channel—Full Time—1150 Kilocycles

ROCHESTER, N. Y.

Owned and Operated by the
STROMBERG-CARLSON
TELEPHONE MFG. CO.

Represented by
Craig & Hollingbery, Inc.
New York, Chicago

ASSOCIATED WITH N. B. C.

manager, commercial manager: Elliott M. Sanger. *Chief engineer:* Russell Valentine. *Musical director:* Eddy Brown. *Publicity director:* Dorothea Beckman.

Rep: None. *News:* Press-Radio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* $250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp. *Power:* 500 watts on 1400 kc (operates specified hours with WARD, WBBC, and WLTH). *Affiliation:* None.

Manager: S. J. D'Angelo.

Rep: None. *Foreign language programs:* Accepted. *Base rate:* $175.

No other data available.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th Street. *Phone:* Newtown 9-3300. *Power:* 250 and 100 watts on 1500 kc (divides time with WMBQ and WCNW). *Affiliation:* None. *Opened:* August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. *Commercial manager:* Frank R. Clarke. *Program director:* Lou Cole. *Musical director:* Edward Feimer. *Publicity director:* Edith Dick.

Rep: None. *News:* Local. *Seating facilities:* None. *Merchandising:* Co-operate in any service requested, free of charge. *Foreign language programs:* Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. *Phone:* 3300. *Power:* 250 watts on 1400 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 4, 1934.

Station manager: Leonard L. Hofmann. *Program director:* David W. Jefferies. *Chief engineer:* Hubert M. Hathaway.

Rep: Radio Markets, Inc. *News:* Supplied by Olean Times-Herald from editorial room. *Seating facilities:* Have studios in both Olean, N. Y., and Bradford, Pa.; capacities not listed. *Merchandising:* Have a maintenance merchandising department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Do not accept beer, wine or hard liquors; no laxatives.

Note: station has studios in Bradford, Pa., and St. Bonaventure College.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. *Phone:* 802. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* New York Broadcasting System. *Opened:* Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. *Commercial manager:* Earl Baker. *Program and publicity director:* Burnham Adams. *Chief engineer:* Ray Ainsworth. *Artists bureau head:* Malcolm Weaver. *Musical director:* Gordon Redding.

Rep: Weed & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Will accept. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* $75.

Copy restrictions: Beer, wine and liquor advertising accepted; all continuity subject to station's approval.

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. *Phone:* Stone 1862. *Power:* 50,000 watts on 1150 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1922.

General manager: William Fay. *Studio manager:* John Lee. *Commercial manager:* Frank W. Kelly. *Program director:* Charles Siverson. *Chief engineer:* John J. Long. *Musical director:* Charles Siverson. *Publicity director:* Art Kelly.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* Auditorium studio, 300 capacity. *Merchandising:* Give preannouncements, mail dealer letters, and direct program publicity; other services rendered via outside organizations at cost. *Foreign language programs:* No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. *Artists bureau:* None. *Base rate:* $360.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. *Phone:* Stone 1320. *Power:* 1,000 and 500

watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* J. Gordon Baldwin. *Publicity director:* Ross Woodbridge.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio A, 150; Studio B, 50. *Merchandising:* Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. *Foreign language programs:* Accept, though few features of this type are carried; must submit English translation in advance. *Artists bureau:* Yes; has a score of artists under contract. *Base rate:* $175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 100 watts on 1210 kc. (to local sunset). *Affiliation:* New York State Broadcasting System. *Opened:* Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Program director, musical director:* Ken Sparnon.

Rep: None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the Eng-

WFBL SYRACUSE

Nationally recognized as the leader in a nationally-recognized

"TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for further details of the station and program preferences of Syracuse listeners . . . for WFBL rates and time available . . . phone or write to

ONONDAGA RADIO BROADCASTING COMPANY

ONONDAGA HOTEL Phone 2-1147 SYRACUSE, N. Y.

Member Basic Network Columbia Broadcasting System

National Representatives, FREE & PETERS, INC.

110 East 42nd Street NEW YORK CITY
180 North Michigan Ave. CHICAGO
403 New Center Bldg. DETROIT
111 Sutter Street SAN FRANCISCO
Chamber of Commerce Bldg. LOS ANGELES

lish translation. *Artists bureau:* None. *Base rate:* $66.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management.

WNBZ, SARANAC LAKE

Operator: Earl J. Smith and Wm. Mace, doing business as Smith & Mace. *Power:* 100 watts on 1290 kc (daytime).

No further data available.

WGY, SCHENECTADY

Operator: National Broadcasting Co., Inc. (licensee is the General Electric Co.), 1 River Road. *Phone:* 4-2211. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

Station manager: Kolin Hager. *Commercial manager:* Ralph Nordberg. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Frank Glenn. *Publicity director:* W. T. Meenam.

Rep: National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* three studios, about 40 apiece; General Electric Rice Hall, 400; hotel studio, 300; Albany studio, 40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* $400.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval.

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. *Phone:* 2-1147.

• TOPS!—IN THE CENTER
of THE EMPIRE STATE . . . .

Four-Fold Power Increase. New—Modern—Progressive! Preferred by Local Advertisers by a Wider Margin. 1,000 Watts—Day and Night—on 570 K. C.—"The Sweet End of the Dial." For years —the Fastest Growing Medium in Syracuse.

15 OUT OF 16 COUNTIES SAY WSYR
SEND FOR PROOF



SYRACUSE, N. Y.

Power: 5,000 and 1,000 watts on 1360 kc. *Affiliation:* CBS. *Opened:* January, 1922.

President: Samuel H. Cook. *Station manager:* Samuel Woodworth. *Commercial manager:* Charles F. Phillips. *Program director, artists bureau head:* George M. Perkins. *Musical director:* Thelma Jean MacNeil. *Publicity director:* Carolyn Briggs.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Roof garden, seating 350 persons; ballroom, 1,500; two theatres also available for certain hours. *Merchandising:* Maintain centrally located display window for use of advertisers for one week periods; standard display for pictures, sales messages, for store counters; invitation previews and broadcasts for retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. *Foreign language programs:* No rules. *Artists bureau:* None. *Stock:* Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. *Base rate:* $175.

Copy restrictions: All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. *Phone:* 3-0158. *Power:* 1,000 watts on 570 kc. *Affiliation:* NBC Basic Blue Network. *Opened:* 1923.

President: H. C. Wilder. *Station manager:* H. C. Barth. *Commercial manager:* William T. Lane. *Program director:* Fred R. Ripley. *Chief engineer:* Armand Belle Isle. *Artists bureau head:* Fred Jeske. *Musical director:* Margaret Kimball. *Publicity director:* Enoch Squires.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, seating 900 persons; also have use of two auditoriums, one seating 900, the other 500. *Merchandising:* Check sales, supply publicity, window displays, counter cards, etc., free of charge; special services rendered at actual cost. *Foreign language programs:* Will accept, with restrictions. *Artists bureau:* Yes; lists about 25 artists. *Base rate:* $200.

Copy restrictions: Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

THREE LITTLE WORDS . Utica, New York

FOUR BIG LETTERS . . . . . WIBX

FIVE IMPORTANT FACTS:

First in CBS commercials of all basic supplementary stations.
85% of day and night listeners—a proven fact.
Among the first in per capita ability to buy.
One-half million trading area.

PLUS

New Western Electric Transmitter.
204-foot vertical radiator.

WIBX

UTICA, N. Y.

C.B.S.
N.Y.B.S.

Representatives
CRAIG & HOLLINGBERY, INC.
N. Y., Chicago, Detroit

WSYU, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett-Syracuse Bldg.

Director: Professor Kenneth G. Bartlett.

(Note: This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.)

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 500 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

Professor of Communication Engineering, station manager: W. J. Williams. *Program and musical director:* A. O. Niles. *Chief engineer:* H. D. Harris. *Publicity director:* F. Tifft.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $85.

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards and government regulations.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS; New York Broadcasting System. *Opened:* 1926.

President: Scott Howe Bowen. *Station and commercial manager:* Dale Robertson. *Program director:* A. W. Triggs. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Publicity director:* John Garfield.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* Yes; Elliott Stewart, director. *Base rate:* $105.

Copy restrictions: Accept beer, wine and liquor advertising any day except Sunday; no patent medicines; all copy subject to station approval.

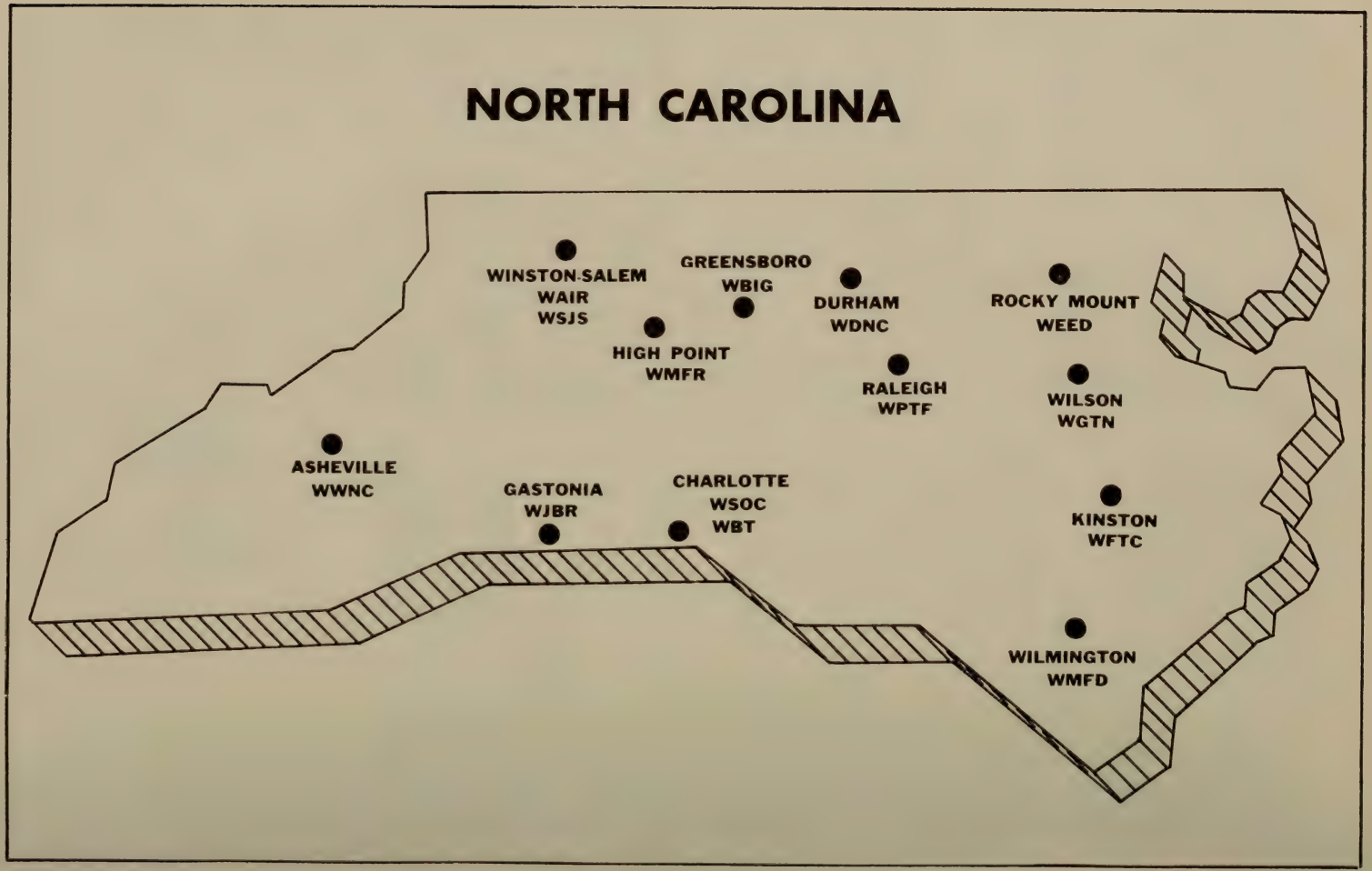
WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. *Phone:* White Plains 8352. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNY, WBRB). *Affiliation:* None. *Opened:* Aug. 11, 1932.

President, program director, artists bureau head, publicity: Frank A. Seitz. *Station manager:* Selma Seitz. *Commercial manager:* B. M. Middleton. *Chief engineer:* H. C. Laubenstein. *Musical director:* Randall Kaler.

Rep: Cox and Tanz; Associated Broadcast Adv. Co. in Greater New York; Northwest Radio Advertising Co. in Seattle. *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at $5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* $100.

Copy restrictions: Take beer, wines and hard liquors; copy must be in "good usage and truthful."


NORTH CAROLINA
WINSTON-SALEM
WAIR
WSJS
GREENSBORO
WBIG
DURHAM
WDNC
ROCKY MOUNT
WEED
HIGH POINT
WMFR
RALEIGH
WPTF
WILSON
WGTN
ASHEVILLE
WWNC
GASTONIA
WJBR
CHARLOTTE
WSOC
WBT
KINSTON
WFTC
WILMINGTON
WMFD

NORTH CAROLINA

(341,800 radio homes)

Radio Homes by Counties

Alamance	6,100	Franklin	2,000	Pamlico	600
Alexander	900	Gaston	8,700	Pasquotank	2,800
Alleghany	500	Gates	600	Pender	900
Anson	2,300	Graham	300	Perquimans	700
Ashe	1,200	Granville	2,400	Person	1,500
Avery	700	Greene	1,100	Pitt	6,300
Beaufort	3,800	Guilford	22,300	Polk	1,000
Bertie	1,700	Halifax	5,100	Randolph	3,000
Bladen	1,500	Harnett	3,400	Richmond	3,600
Brunswick	800	Haywood	2,900	Robeson	6,200
Buncombe	15,200	Henderson	2,700	Rockingham	5,500
Burke	2,700	Hertford	1,300	Rowan	7,600
Cabarrus	5,400	Hoke	1,000	Rutherford	3,600
Caldwell	2,700	Hyde	500	Sampson	2,800
Camden	300	Iredell	4,500	Scotland	1,800
Carteret	1,700	Jackson	1,300	Stanly	3,200
Caswell	900	Johnston	4,400	Stokes	1,100
Catawba	4,900	Jones	600	Surry	3,700
Chatham	1,700	Lee	1,700	Swain	800
Cherokee	1,100	Lenoir	4,600	Transylvania	900
Chowan	1,100	Lincoln	2,100	Tyrrell	300
Clay	400	McDowell	1,900	Union	3,400
Cleveland	5,000	Macon	1,000	Vance	3,200
Columbus	3,000	Madison	1,300	Wake	14,500
Craven	3,500	Martin	2,400	Warren	1,700
Cumberland	5,200	Mecklenburg	24,600	Washington	1,100
Currituck	400	Mitchell	1,100	Watauga	1,100
Dare	500	Montgomery	1,500	Wayne	5,800
Davidson	5,100	Moore	3,000	Wilkes	2,700
Davie	1,000	Nash	4,900	Wilson	5,200
Duplin	2,500	New Hanover	7,400	Yadkin	900
Durham	11,900	Northampton	1,800	Yancey	800
Edgecombe	5,400	Onslow	900		
Forsyth	15,200	Orange	1,900		

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Battery Park Place. *Phone:* 6240; 850. *Power:* 1,000 watts on 570 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president, general and station manager: Don S. Elias. *Commercial manager:* J. W. McIver. *Program and musical director:* Ezra McIntosh. *Chief engineer:* Cecil B. Hoskins. *Publicity director:* Bob Bingham.

Rep: Hibbard Ayer. *News:* UP; AP. *Seating facilities:* None. *Merchandising:* Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. *Foreign language programs:* No set rules; requests have never been received, as foreign population is very small. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. *Phone:* 3-7107. *Power:* 50,000 watts on 1080 kc. *Affiliation:* CBS. *Opened:* 1921.

General manager: William A. Schudt, Jr. *Sales manager:* D. H. Long. *Program director:* C. H. Crutchfield. *Chief engineer:* J. J. Belouney. *Publicity director:* C. C. Carmichael.

Rep: Radio Sales. *News:* UP. *Seating facilities:* Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. *Merchandising:* Same as Columbia Broadcasting System, Inc. *Foreign language programs:* Not accepted. *Artists bureau:* None; however, agreements have been made with 60 artists and musicians for service to the sponsor. *Stock:* Station is wholly owned

A POWERFUL SOUTHERN GENTLEMAN



70% of ALL its local accounts on the air more than 3 months have been on WBT continuously for 4 years or longer.

When you mention radio in the Carolinas, everybody thinks *first* of WBT. Those who *buy* goods and those who *sell* them. For WBT is an aristocrat—and a mighty power—in the South.

Situated in almost the exact geographical center of the Carolinas (Charlotte is the big distributing point for both states) WBT, within 100 miles serves a larger population than the city of Detroit.

There isn't another station within 200 miles with more than one-tenth WBT's 50,000-watt power.

But watts hardly tell the story. They never do. VARIETY annually ranks WBT *first* in "Showmanship". The last Price-Waterhouse audience-audit credited WBT with a regular audience rating of 96.4%—one of the very highest in the country. On every count, WBT is a *power* in the South.

WBT—CHARLOTTE—50,000 WATTS—"THE PIONEER RADIO VOICE OF THE SOUTH". **Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco.**

by CBS, Inc. *Base rate:* $300.

Copy restrictions: See rules of Columbia Broadcasting System.

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. *Phones:* 7130, 7139, 6655. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* Oct. 14, 1933.

President, station manager, chief engineer: Earle J. Gluck. *Commercial manager:* William C. Irwin. *Program director, artists bureau head:* Paul W. Norris. *Musical director:* Boe Norris. *Publicity director:* Dick Faulkner.

Rep: Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Free plugs; direct mail, with postage paid by client; distribute window and display cards, contact dealers and distributors for actual expenses. *Foreign language programs:* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

WDNC, DURHAM

Operator: Herald-Sun Papers, Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* Lee E. Vickers. *Chief engineer:* R. A. Dalton. *Musical director:* Al Harding.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at local expositions; other services through E. Katz Special Advertising Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* $70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

WJBR, GASTONIA

Operator: J. B. Roberts. *Power:* 100 watts on 1420 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. *Phone:* 6125-6. *Power:* 1,000 watts on 1440 kc. *Affiliation:* CBS. *Opened:* May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. *Program director, artist bureau head, musical director:* Ernie Smith. *Chief engineer:* Earl Allison. *Publicity:* Virginia Wilson McKinney.

Rep: Craig and Hollingbery. *News:* Transradio. *Seating facilities:* Sportrena—capacity, 1,000; admission 20c. on current program. *Merchandising:* Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. *Artists bureau:* Yes; has 50 under contract. *Base rate:* $100.

Copy restrictions: No alcoholic beverages except beer; no laxatives, or any product claiming laxative properties; no depilatories, deodorants, and products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* None.

Rep: None. *Base rate:* $35.

No other information available after repeated requests.

WFTC, KINSTON

Operator: Jones Weiland. *Power:* 250 and 100 watts on 1200 kc.

At press time this station's construction permit had only recently been covered by a license; no further data available.

WPTF, RALEIGH

Operator: WPTF Radio Co., 324 Fayetteville St. *Phone:* 3007. *Power:* 5,000 watts on 680 kc. *Affiliation:* NBC Southeastern Group. *Opened:* 1922.

President: J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* R. E. Penny. *Program director:* Graham B. Poyner. *Chief engineer:* Henry Hulick. *Musical director:* Raymond Cosby. *Publicity director:* J. B. Clark.

Rep: Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered;

letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* $160.

Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

WEED, ROCKY MOUNT

Operator: W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* none. *Opened:* September, 1933.

Station head: W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Paul Dillon. *Artists bureau head:* Bernard Proctor. *Musical director:* Ed Burwell.

Rep: none. *News:* none. *Seating facilities:* none. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* yes; list about 20 artists. *Base rate:* $45.

Copy restrictions: beer and wine accepted; no liquor advertising; patent medicine copy subject to station censorship.

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. *Phone:* 3. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* April 18, 1935.

Station manager: R. A. Dunlea. *Commercial manager:* W. H. Hancammon, Jr. *Program director:* J. M. Johnston. *Chief engineer:* J. E. McCormick.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Accept beer and wine; no hard liquor.

WGTN, WILSON

Operator: H. W. Wilson and Ben Farmer. *Power:* 100 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker and Susan H. Walker. *Power:* 250 watts on 1250 kc (daytime).

At press time this station's construction permit had only recently been covered by a license; no other data available.

WSOC

Charlotte, N. C.

NBC Affiliate

A Friendly Station
in a Friendly City

WSOC consistently covers the Charlotte retail trade area. Recent surveys and census information show that this Charlotte retail trade area stands first in the two Carolinas in both population and retail sales. In fact, it is one of the South's finest and best markets.

Earle J. Gluck
Manager

W. C. Irwin
Commercial Manager

Sears & Ayer
National Representative

Showmanship?

Naw! Just Being A Good Fellow!

When the health department has a message. . .

When a car is stolen . . .

When the National Guard is to be hurriedly mobilized . . .

When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG is called . . .

And that's why we are known as

'THE FAVORITE STATION IN THE FAVORED REGION'

WBIG

in Greensboro, N.C.

WSJS, WINSTON-SALEM

Operator: Winston-Salem Journal Co., 416-420 N. Marshall St. *Phone:* 4141. *Power:* 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* April 17, 1930. (Note: This station is newspaper-owned by the Winston-Salem Journal.)

General, station and commercial manager: Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Publicity director:* Ralph Burgin.

Rep: Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws.

NORTH DAKOTA

(100,500 radio homes)

Radio Homes by Counties

Adams	1,000	Grant	800	Ransom	1,600
Barnes	3,400	Griggs	900	Renville	1,000
Benson	1,500	Hettinger	1,400	Richland	3,400
Billings	200	Kidder	700	Rolette	1,100
Bottineau	1,800	La Moure	1,600	Sargent	1,100
Bowman	900	Logan	700	Sheridan	800
Burke	1,200	McHenry	1,900	Sioux	400
Burleigh	3,100	McIntosh	800	Slope	500
Cass	8,900	McKenzie	900	Stark	2,700
Cavalier	1,400	McLean	2,000	Steele	700
Dickey	1,600	Mercer	1,000	Stutsman	4,100
Divide	1,300	Morton	3,600	Towner	1,000
Dunn	900	Mountrail	1,700	Traill	2,300
Eddy	1,000	Nelson	1,500	Walsh	3,200
Emmons	1,200	Oliver	400	Ward	7,100
Foster	1,200	Pembina	2,000	Wells	1,700
Golden Valley	600	Pierce	1,100	Williams	3,400
Grand Forks	6,900	Ramsey	3,300		

KFYR, BISMARCK

Operator: Meyer Broadcasting Co., 320 Broadway. *Phone:* 19. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* NBC Northwestern Group. *Opened:* September, 1925.

President: P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson. *Publicity director:* Roy H. Brant.

Rep: Furgason & Aston, Inc. *News:* Transradio. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted, provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

KDLR, DEVILS LAKE

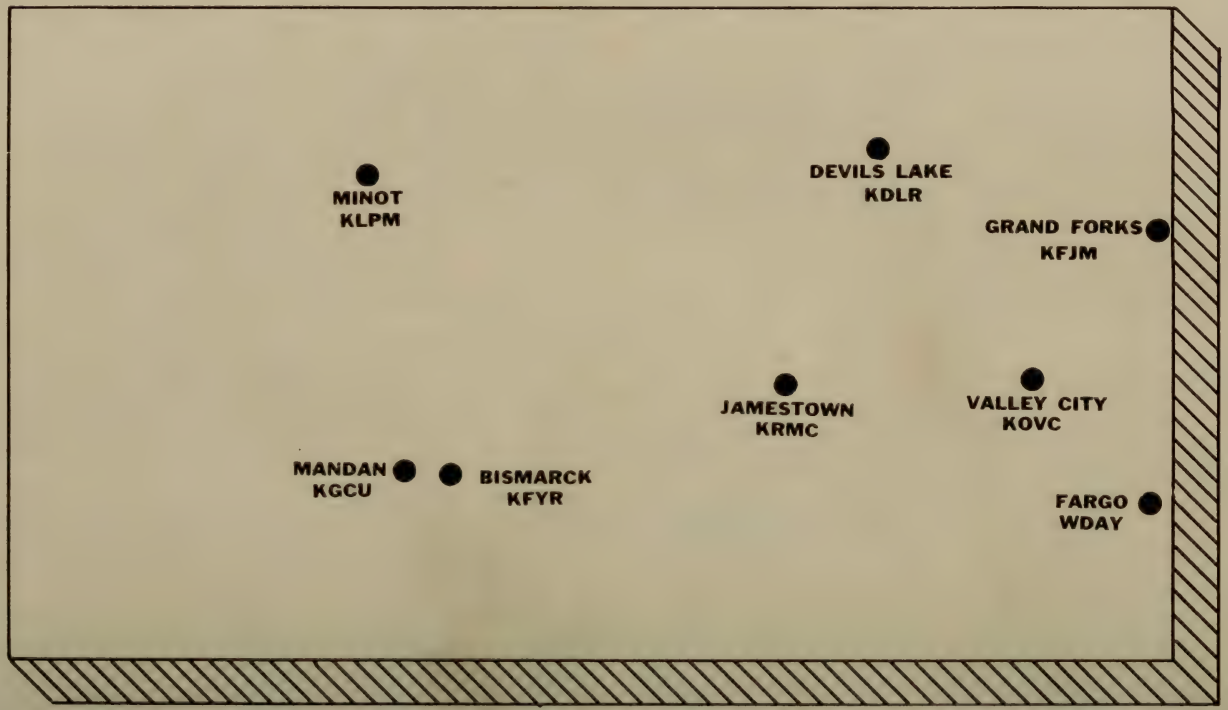
Operator: KDLR, Inc., 1025 Third St. *Phone:* 1090. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Jan. 25, 1925.

Director, station manager: Bert Wick. *Program director:* LaVell Waltman. *Chief engineer:* Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago); Northwest Radio Advertising (Seattle). *News:* None. *Seating facilities:* Theatre seating 990 persons; 25c. admission. *Merchandising:* Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* $35.

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.

NORTH DAKOTA



WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. *Phone:* 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with Fargo Forum.)

President, station manager: E. C. Reineke. *Commercial manager:* Barney J. Lavin. *Program director:* Ken Kennedy. *Chief engineer:* Julius Hetland. *Publicity director:* Dave Henley.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* None. *Stock:* Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* $150.

Copy restrictions: Take wine, beer, liquor; minute announcements limited strictly to 100 words.

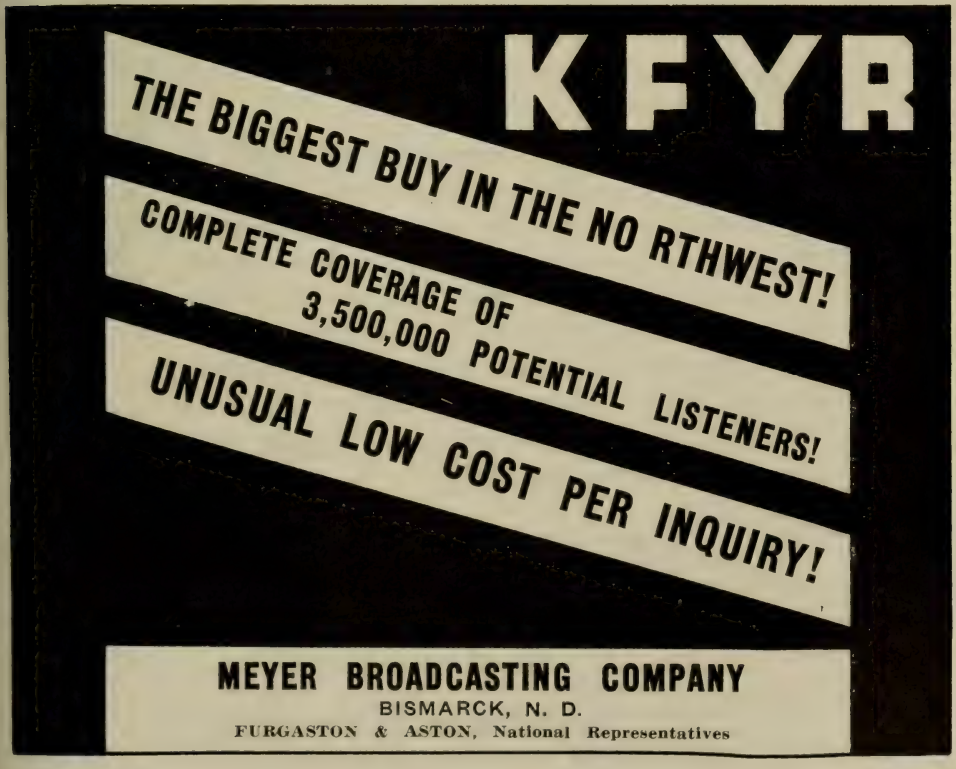
KFJM, GRAND FORKS

Operator: University of North Dakota, First National Bank Bldg. *Phone:* 1200. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* 1923. (Note: This station is owned and operated by the University of North Dakota.)

General and station manager: Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Mrs. Fred Voedisch. *Chief engineer:* Elwin J. O'Brien.

Rep: None. *News:* Transradio. *Seating facilities:* 35 persons. *Merchandising:* Publicity, dealer contacts and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. *Foreign language programs:* Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. *Artists bureau:* None. *Base rate:* $24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.



racist



"HE'S BIG, ALL RIGHT- BUT HE'S WHITE!"

If you judge WDAY by power and number of people covered, we'll probably seem pretty small pickin's by comparison with big stations in populous centers.

But judged by the complexion of results to advertisers, it's another matter . . . WDAY doesn't have to reach out over millions of slum-tenants in order to get a few hundred thousand listeners who live on the American plan. We serve a rich area where everybody is a prospect for what you make. The result is that WDAY sells a lot more goods, per watt and per radio family. May we send you the PROOF?

FREE & PETERS, INC.
National Representatives

WDAY, INC.

N. B. C.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FARGO, N. D.
Affiliated with the Fargo Forum

KRMC, JAMESTOWN

Operator: Roberts MacNab Co. (Arthur L. Roberts, R. B. MacNab and A. J. Breitbach, general manager.) *Power:* 250 and 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KVOX). *Affiliation:* None.

Base rate: $60.

KGCU, MANDAN

Operator: Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631 *Power:* 250 watts on 1240 kc (divides time with KLPM). *Affiliation:* None. *Opened:* 1925.

General manager: J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfoy.

Rep: Cox and Tanz. *News:* AP. *Seating facilities:* Visitors' Room, seating 200 persons. *Merchandising:* Reasonable services rendered free of charge; special services at cost, plus 10%. *Foreign language programs:* Will accept; translation must be furnished in advance. *Artists bureau:* None, as such, but maintain register of 6 orchestras and 56 entertainers for convenience of advertisers. *Base rate:* $30.

Copy restrictions: Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval.

KLPM, MINOT

Operator: John B. Cooley, Leland-Parker Hotel. *Phone:* 1267. *Power:* 250 watts on 1240 kc (divides time with KGCU). *Affiliation:* None. *Opened:* October 1, 1929.

General and commercial manager: E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Floyd Wynn. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

Rep: Transamerican Broadcasting and Television Corp.; Sears & Ayer. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Scandinavian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* $30.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

KOVC, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. *Phone:* 408. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Oct. 19, 1936.

Station director: George B. Bairey. *Program director:* Robert Ingstad. *Musical director:* Belle May. *Chief engineer:* Ernest G. Hendrickson. *Publicity director:* Alfred Monkkonen.

Rep. Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* $40.

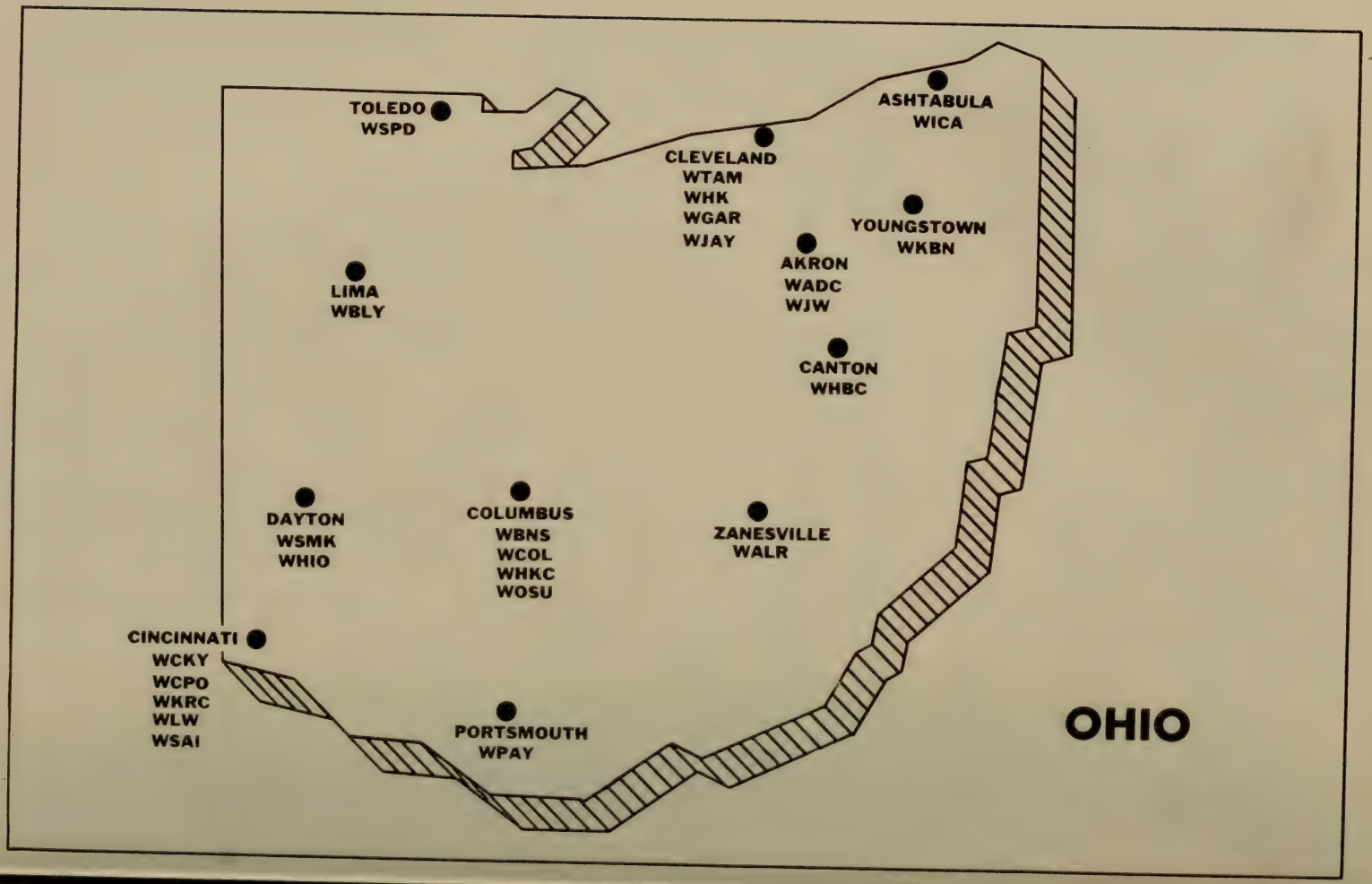
Copy restrictions: Will accept beer; no wines or other alcoholic beverages.

OHIO

(1,396,900 radio homes)

Radio Homes by Counties

Adams	2,300	Delaware	4,600	Jefferson	17,400
Allen	17,000	Erie	9,700	Knox	5,800
Ashland	7,000	Fairfield	8,100	Lake	9,400
Ashtabula	14,900	Fayette	3,700	Lawrence	6,200
Athens	8,400	Franklin	89,100	Licking	12,700
Auglaize	5,600	Fulton	4,800	Logan	6,100
Belmont	18,000	Gallia	3,200	Lorain	23,500
Brown	3,200	Geauga	2,900	Lucas	78,200
Butler	24,200	Greene	5,800	Madison	3,600
Carroll	2,000	Guernsey	7,300	Mahoning	47,000
Champaign	4,600	Hamilton	141,100	Marion	9,800
Clark	18,100	Hancock	7,600	Medina	6,400
Clermont	5,600	Hardin	5,000	Meigs	4,100
Clinton	4,800	Harrison	2,800	Mercer	4,200
Columbiana	18,000	Henry	4,300	Miami	10,100
Coshocton	5,000	Highland	4,700	Monroe	2,400
Crawford	7,600	Hocking	2,800	Montgomery	63,500
Cuyahoga	272,200	Holmes	2,300	Morgan	2,400
Darke	6,400	Huron	8,000	Morrow	1,900
Defiance	4,500	Jackson	3,300	Muskingum	13,900


TOLEDO
WSPD
ASHTABULA
WICA
CLEVELAND
WTAM
WHK
WGAR
WJAY
YOUNGSTOWN
WKBN
AKRON
WADC
WJW
LIMA
WBLY
CANTON
WHBC
DAYTON
WSMK
WHIO
COLUMBUS
WBNS
WCOL
WHKC
WOSU
ZANESVILLE
WALR
CINCINNATI
WCKY
WCPO
WKRC
WLW
WSAI
PORTSMOUTH
WPAY
OHIO

Noble	2,500	Ross	8,700	Union	2,900
Ottawa	4,100	Sandusky	8,200	Van Wert	4,800
Paulding	2,400	Scioto	14,800	Vinton	1,000
Perry	4,600	Seneca	9,400	Warren	3,900
Pickaway	4,000	Shelby	4,500	Washington	7,800
Pike	1,800	Stark	46,200	Wayne	10,000
Portage	7,500	Summit	76,900	Williams	5,200
Preble	3,800	Trumbull	21,700	Wood	7,100
Putnam	4,400	Tuscarawas	12,000	Wyandot	3,600
Richland	14,000				

WADC, AKRON

Operator: Allen T. Simmons, P. O. Box 830. *Phone:* Hemlock 5151-2-3. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS. *Opened:* April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. *Promotion, publicity director:* E. A. Marchal. *Program director, musical director:* H. L. Hageman. *Chief engineer:* John Aitkenhead, Jr. *Artists bureau head:* R. B. Wilson.

Rep: None. *News:* Transradio. *Seating facilities:* O'Neil's Auditorium—seats 1,000. *Merchandising:* Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* No talent listed, though nominally there is an artists setup. *Base rate:* $195.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. *Phone:* Jefferson 6111. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1932.

President: John F. Weimer. *Station manager:* S. W. Townsend. *Commercial manager:* E. J. Palmer. *Program director, artists bureau head, musical director:* Arthur W. Graham. *Chief engineer:* Gerald Roberts. *Publicity director:* J. A. Griffith.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Accepts announcements; extra charge of $1 per announcement if station announcer is used. *Artists bureau:* No talent listed, although a setup is nominally maintained. *Stock:* Held by John F. Weimer, W. F. Jones, S. W. Townsend. *Base rate:* $75.

Copy restrictions: Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

WICA, ASHTABULA

Operator: C. A. Rowley. *Power:* 250 watts on 940 kc (daytime).

At press time this station had a construction permit only.

WHBC, CANTON

Operator: Edward P. Graham, 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* May 1, 1925.

General and station manager: C. W. Hayes. *Commercial manager:* Ralph Bruce. *Program director, artists bureau head:* George Beebcut. *Chief engineer:* Kenneth Sliker.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* $27.50 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Basic Blue. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.).

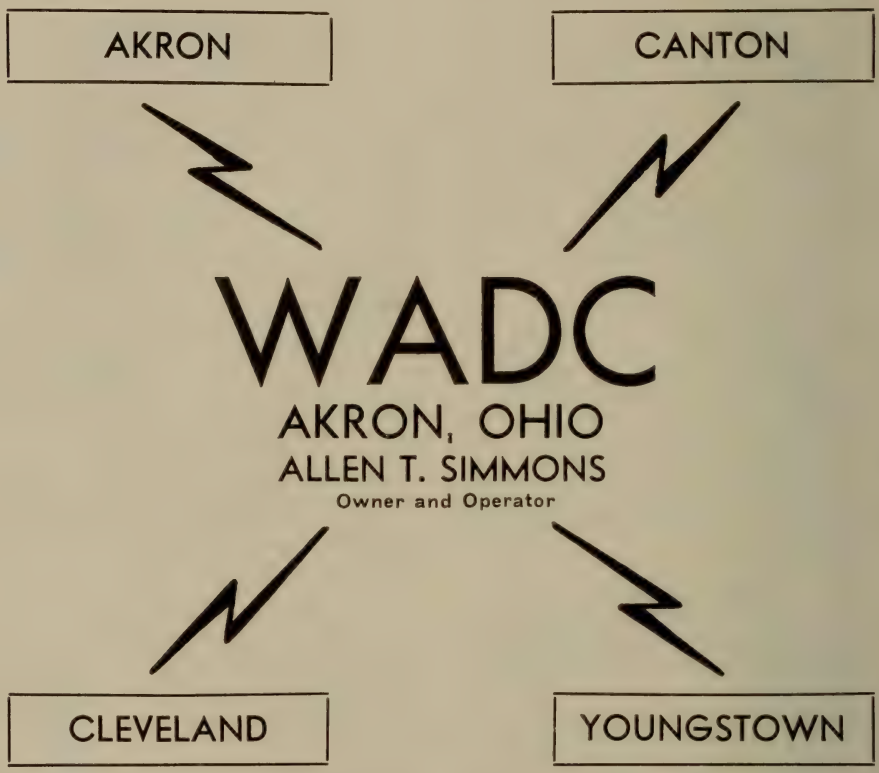
President, general manager, station manager: L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Program director:* Lee Goldsmith. *Chief engineer:* Charles Topmiller. *Musical director:* Mabel Fields. *Publicity director:* Elmer H. Dressman.

Rep: None. *News:* INS; Universal. *Seating facilities:* Studio, 75 persons. *Merchandising:* Available at no cost to clients using 26 or more quarter-hours; distribute displays, write letters to dealers and jobbers; make comparative surveys. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* $425.

Copy restrictions: All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.

What ?

The Flood's Still Rising in Akron ??



Correct! The flood of radio waves from WADC is now entering 96% of the radio homes in the huge Akron territory, and still rising!—as indicated in a recent Price-Waterhouse Survey.

This Columbia outlet (5,000 day-1,000 night) gives the advertiser four markets for the price of one — Akron, Youngstown, Canton, Cleveland—nearly two million listeners in the primary area alone!

WADC **Akron Ohio** **5,000 w. Day 1,000 w. Night**

BASIC STATION
COLUMBIA BROADCASTING SYSTEM

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., Hotel Sinton. *Phone:* Parkway 1111. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

Production manager: William Kirkendale. *Sales production manager:* George B. Hart. *Chief engineer:* Glen A. Davis.

Rep: None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* $85.

Copy restrictions: All continuity subject to station approval; beer and wine advertising accepted.

WKRC, CINCINNATI

Operator: Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 7640. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 4, 1924.

General manager: John McCormick. *Production manager,* Ruth Lyons. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* $300.

Copy restrictions: See CBS program policies.

WLW, CINCINNATI

Operator: Crosley Radio Corp., 1329 Arlington Street. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue; Mutual Broadcasting System; WLW Line. *Opened:* 1921.

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Commercial manager:* Frank M. Smith. *Program director:* Robert L. Kennett. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin Plough. *Musical director:* William Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc. *News:* UP; INS. *Seating facilities:* Two auditorium studios, one seating 300 persons, the other 400 (shared with WSAI). *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* $1,200.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WSAI, CINCINNATI

Operator: Crosley Radio Corp., Union Central Annex. *Phone:* Parkway 4500. *Power:* 2,500 and 1,000 watts on 1330 kc. *Affiliation:* NBC Basic Red; Mutual Broadcasting System; WLW Line. *Opened:* 1921. (Note: Same ownership as WLW, also of Cincinnati.)

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Station and commercial manager, program director:* Robert G. Jennings. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical director:* William C. Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican. *News:* INS, UP. *Seating facilities:* Two auditorium studios, one seating 300 persons, the other 400. *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* $240.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

President: G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Graves Taylor.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ball-

MORE

Radio Homes in America Because of WLW

Pioneering throughout the years in power increases has brought radio to thousands of homes which might otherwise have been denied its benefits.

Constant experimentation in the field of program improvements has attracted the attention of others whose interest in radio could not have been aroused otherwise.

★

PUBLIC INTEREST in WLW programs, and the

CONVENIENCE afforded through a clear signal projected by high power make WLW service a daily

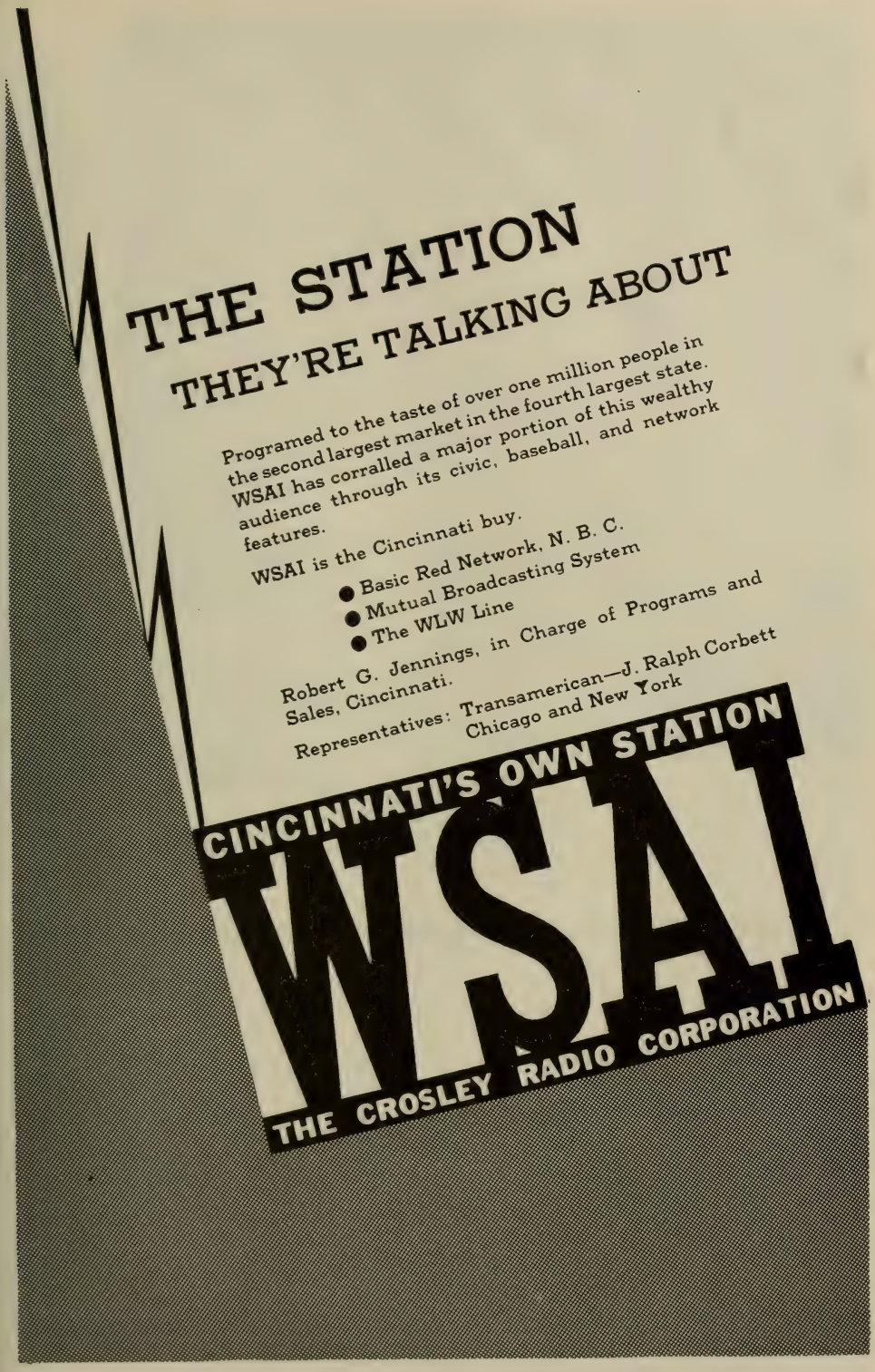
NECESSITY to millions of radio listeners and . . .

WLW—THE NATION'S STATION

•THE OLD REFRAIN

No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

THE NATION'S STATION


THE STATION
THEY'RE TALKING ABOUT
Programed to the taste of over one million people in the second largest market in the fourth largest state. WSAI has corralled a major portion of this wealthy audience through its civic, baseball, and network features.
WSAI is the Cincinnati buy.
● Basic Red Network, N. B. C.
● Mutual Broadcasting System
● The WLW Line
Robert G. Jennings, in Charge of Programs and Sales, Cincinnati.
Representatives: Transamerican—J. Ralph Corbett Chicago and New York
CINCINNATI'S OWN STATION
WSAI
THE CROSLEY RADIO CORPORATION



That's what Cincinnati advertisers think of WKRC

WKRC has more local advertisers than *any* other Cincinnati station.

More than half of them use WKRC *five times every week.*

Sixty-nine per cent of them use WKRC *fifty-two weeks a year.*

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

"FIRST ON YOUR DIAL"—IN CINCINNATI

WKRC CINCINNATI, 5000 Watts, Day; 1000 Watts, Night.
Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • Los Angeles • San Francisco

room Hotel Statler, 1,000; studio A, 100; studio B. 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising:* Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs:* Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau:* Yes; with complete talent roster. *Stock:* Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate:* $300.

Copy restrictions: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. *Phone:* Prospect 5800. *Power:* 2,500 and 1,000 watts on 1390 kc. *Affiliation:* NBC Basic Blue. *Opened:* July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager:* C. A. McLaughlin. *Production manager:* John T. Vorpe. *Chief engineer:* E. L. Gove. *Program director:* Mendel Jones. *Artists bureau head, musical director:* Louis Rich. *Publicity director:* Bev Dean

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Two largest studios seat 350-400 apiece. *Merchandising:* Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs:* Accepted provided literal English translation is furnished in advance to Stanley Altschuler, foreign program director. *Artists bureau:* Yes; all station personalities under its control for outside appearance. *Stock:* All stock held by the United Broadcasting Co.; this company also holds all stock of WJAY, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate:* $300.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

WJAY, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. *Power:* 500 watts on 610 kc. (to local sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* Jan. 1, 1927. (Note: WJAY is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager:* C. A. McLaughlin. *Production manager:* John T. Vorpe. *Program director:* Mendel Jones. *Chief engineer:* E. L. Gove. *Artists bureau head, musical director:* Louis Rich. *Publicity director:* Bev Dean.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Two largest studios seat 350-400 apiece. *Merchandising:* See description of WHK, Cleveland. *Foreign language programs:* See WHK, Cleveland. *Artists bureau:* See WHK, Cleveland, *Stock:* See WHK, Cleveland. *Base rate:* $112.50.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

WTAM, CLEVELAND

Operator: National Broadcasting Co. (under lease from WTAM, Inc.), NBC Building. *Phone:* Cherry 0942. *Power:* 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

Station manager: Vernon H. Pribble. *Program director:* Hal Metzger. *Chief engineer:* S. E. Leonard. *Artists bureau head:* E. Alcott. *Musical director:* Walter Logan. *Publicity director:* Bob Dailey.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 300 persons. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* $400.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. *Phone:* Adams 9265. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with Ohio State Journal and Columbus Dispatch.)

General manager, station manager: Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* John McGeary. *Promotion director:* Jim Yerian.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Homemakers Club Studio seats 300 (organizations invited to use facilities for parties free). *Merchandising.* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call



letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tearsheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs:* Will accept; but has none running currently. *Artists bureau:* None. *Base rate:* $175.

Copy restrictions: Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. *Phone:* Adams 8207. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC (Red and Blue). *Opened:* September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

President: Kenneth B. Johnston. *Station manager:* C. Robert Thompson. *Commercial manager:* Neal A. Smith. *National sales manager:* Jack Kelly. *Program and publicity director:* Ed Bronson. *Continuity and production manager:* Bob Seal. *Chief engineer:* Lester Nafzger.

Rep: Joseph Hershey McGillvra. *News:* INS. *Seating facilities:* 40 persons. *Merchandising:* Has a department equipped for this service; mail sent out; displays set up; inspection of goods on counters. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.; patent medicines accepted after approval by Ohio Medical Assn. as to merits or demerits of product in question.

WHKC, COLUMBUS

Operator: Associated Broadcasting Corp., 22 E. Gay Street. *Phone:* Adams 1101. *Power:* 500 watts on 640 kc. (to sunset in Los Angeles). *Affiliation:* Mutual Broadcasting System. *Opened:* 1921. (Note: This station is owned by the Cleveland Plain Dealer; also owners of WHK and WJAY, Cleveland, and WKBN, Youngstown.

General and station manager: Carl M.



WGAR ~~has~~ IS showmanship in Cleveland

Radio Free-for-All Planned by Lewis for WGAR Dialers

Sportscaster to Start Question Series Tomorrow; Fanny Brice Will Attend Opening of Expo Aquacade

VOX POP Jr.

¶ WGAR's new program for children; or how to die young though a radio announcer.

Ideas for children's programs are rarer than pearls. Either they're based on comic strips (Little Orphan Annie, Popeye, Dick Tracy) or they're straight Frank Merriwell blood and thunder (Bobby Benson, Jack Armstrong).

That's why radio men last month anxiously eyed a new wrinkle in radio kid-appeal—Curtiss Candy's Vox Pop Jr."

The idea is a brain child of WGAR's (Cleveland) Vice-President & General Manager John F. Patt. He spent the last few months sounding out members of Cleveland's Board of Education, school principals & teachers. They nodded approval. WGAR promptly sold Curtiss Candy on the idea. And last month "Vox Pop Jr." literally got moving.

WGAR trotted [illegible] their brand

THE AD CLUB SHOW

A FEW years ago a young fellow came to town to take over the management of Station WGAR.

In that brief period of time he has become a very conspicuous citizen of Cleveland, both by virtue of his business position and by his interest in civic affairs.

John F. Royal used to be Cleveland's showman par excellence. After yesterday's show put on before the joint meeting of the Cleveland Advertising and Rotary clubs in connection with the Ad Club's 35th anniversary, we nominate John F. Patt to take rank along with John F. Royal.

To those who assisted Mr. Patt including Walberg Brown, Harper Garcia Smyth and others, appreciation is also due.

John Patt's "Parade of the Years," composed of movies, running comment, orchestral music, singing and lighting and other sound effects, was one of the best performances we've seen hereabouts on any stage.

The whole Ad Club anniversary meeting yesterday noon was lively and most ingeniously arranged. It will be long remembered.

Cleveland Press

WGAR

CLEVELAND'S FRIENDLY STATION

JOHN F. PATT,
Vice Pres. & Gen. Mgr.
EDWARD PETRY & CO.,
Nat'l Rep.

Bob Feller's Graduation on WGAR

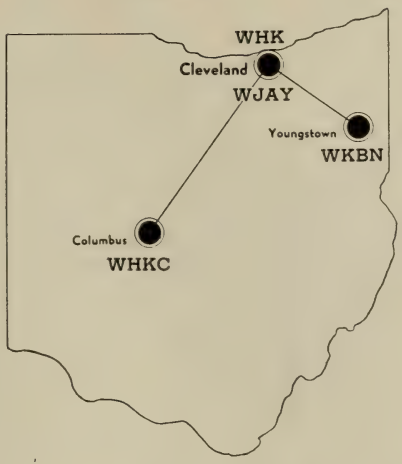
A memorial program for the late John D. Rockefeller will be broadcast by WGAR tomorrow night at 9. Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Association, and Dr. Charles F. Thwing, president emeritus of Western Reserve University, will eulogize Rockefeller. The Euclid Avenue Baptist Church Choir, under the direction of George Krueger, and Walberg Brown's Ensemble will also be heard on the program.

From Dusty Garret WGAR Will Draw "Morgue of Music'

And That Should Make Possible New Type of Popular Program for Station's Commercial Anniversary Broadcasts

By JACK WARFEL

Have you ever considered the [illegible] value of music? Neither have I. But John Patt of WGAR [illegible] serious thought.



"Time Marches On"

Just a few short years ago, when radio was in its infancy, a handful of broadcasting stations served the entire country. Localized advertising was impossible then.

But today all this is changed. Every community has its own station and the measure of each station's influence is the number of listeners who set their dials to it, confident that programs will be worthwhile, hour after hour.

It is such listener confidence that has made the four stations of the United Broadcasting Company outstanding in Cleveland, Columbus and Youngstown.

If you want to reach any or all of these rich markets your first choice is WHK or WJAY in Cleveland, WHKC in Columbus and WKBN in Youngstown.

"United for Service"

WHK - WJAY
CLEVELAND

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

UNITED
BROADCASTING
COMPANY
H. K. CARPENTER
Vice President

WHKC Columbus
C. M. Everson, Gen. Mgr.
H. H. Hoessly, Sales Mgr.

WKBN Youngstown
W. P. Williamson, Pres. & Gen. Mgr.
E. E. Evans, Sales Mgr.

FREE & PETERS, Inc.
National Representatives - New York - Chicago - Detroit


Columbia "Net"
WBNS
THE MARKET
As of Jan. 1, 1937
POPULATION
1,377,207
FAMILIES
359,964
RADIO HOMES
331,100
RETAIL SALES
368,969,000
COLUMBUS OHIO
The ONLY CBS Outlet
in Central Ohio
NBC Red & Blue
WCOL
THE MARKET
As of Jan. 1, 1937
POPULATION
416,152
FAMILIES
106,433
RADIO HOMES
98,240
RETAIL SALES
$134,269,000
COLUMBUS OHIO
The ONLY Red and Blue NBC
Outlet in Central Ohio

Everson. *Commercial manager: Harry H.* Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* $110.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

WOSU, COLUMBUS

Operator: Ohio State University. Power: 1,000 and 750 watts on 570 kc. (shares time with WKBN).

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Thomas Dunkelberger. *Publicity director:* Chuck Gay.

Rep: John Blair & Co. *News:* AP. *Seating facilities:* None; do not approve of audiences seeing broadcast. *Merchandising:* Has a man whose sole job is to contact wholesale and retail trade in the station territory; check on sales, etc. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* $180.

Copy restrictions: No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

WSMK, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with, but not owned by, the Dayton Herald and Journal).

President, station manager: S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* $90.

Copy restrictions: Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

WBLY, LIMA

Operator: Herbert Lee Blye, 117 S. McDonnell St. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

Owner: Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

Rep: None. *News:* INS; also local. *Base rate:* $25.

No other data available due to the short time this station has been in operation. Policies not completely set at time of query.

WPAY, PORTSMOUTH

Operator: Vee Bee Corp., 821 Chillicothe St. *Phone:* 1010. *Power:* 100 watts on 1370 kc. *Affiliation:* Buckeye Network. *Opened:* April 15, 1935.

General manager, commercial manager: Marie Vandegrift. *Program director, musical director:* Orville E. Fields. *Chief engineer:* P. J. Eubanks. *Assistant manager:* Gwen Williams.

Rep: None. *News:* Christian Science Monitor News. *Seating facilities:* Auditorium, up to 2,000. *Merchandising:* No set service; have sent cards to dealers and made telephone contacts with them for clients. *Foreign language programs:* Accepted, though such business is not solicited. *Artists bureau:* None; there is a nominal setup for procuring talent, however. *Stock:* M. F. Rubin is president of the Vee Bee Corp. *Base rate:* $75.

Copy restrictions: No beer, wine, or other alcoholic beverage advertising; na-

Where WHIO Listener Loyalty Means $ALES



PRIMARY AREA
5,000 WATTS
DAYTIME

FOR STATISTICAL INFORMATION
ON WHIO'S PRODUCTIVE AREA
See Previous Page

THE TEST STATION
OF
THE NATION
DAYTON, OHIO
National Representative JOHN BLAIR & CO.

WHIO
DAYTON DAILY NEWS
CBS

tionally advertised patent medicines accepted.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. *Phone:* Adams 3175. *Power:* 5,000 and 1,000 watts on 1340 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1921.

President: George B. Storer. *Vice-president, general manager:* J. Harold Ryan. *Commercial manager:* Edward Y. Flanigan. *Program director, artists bureau head:* Russell A. Gohring. *Chief engineer:* Vern C. Alston. *Publicity director:* G. L. Young.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. *Foreign language programs:* Accepted, if run during daytime; must be transcriptions; accepted only through Van Cronkhite Associates, foreign language reps. *Artists bureau:* Setup maintained nominally only. *Stock:* Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. *Base rate:* $220.

Copy restrictions: Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicine copy carefully checked.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17 N. Champion St. *Power:* 500 watts on 570 kc (operates specified hours with WOSU). *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr. *Station manager:* J. Lothaire Bowden.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* 300. *Foreign language programs:* Accepted if copy is limited. *Merchandising:* Complete service. *Base rate:* $160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

"Nothing Succeeds Like Success"

"The Hoofers" . . . "Tarzan" . . . "Once Upon a Time"
"Charlie Chan" . . . "Unsolved Mysteries"

ALL SUCCESSES

And Now

THRILLS—The Great Hit Show on NBC Pacific Coast Network

This Tested Show Available to Advertisers
for Use in All Territory East of Rockies

NOTE: Advertisers and Advertising Agencies—The experience and dependability of AMERICAN RADIO FEATURES can be of real service to you in the production of a new show idea, the creation and production of a new show or in doctoring an ailing show.

ALL Production-Personal Supervision

FREDERICK C. DAHLQUIST

5658 Wilshire Blvd., Los Angeles, California

To Cover Northwestern Ohio and Southern Michigan



A BASIC STATION
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

JOHN BLAIR & CO., National Representatives

WALR, ZANESVILLE

Operator: WALR Broadcasting Company, 17½ S. 4th Street. *Phone:* Main 5044. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* April, 1924.

Managing director, station and commercial manager: Don Ioset. *Program and publicity director, artists bureau head:* Wayne Johnson. *Chief engineer:* Gene Alden. *Musical director:* Louise Prior.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* Offer complete service, including publicity, window displays, etc.; cost varies with contract. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* 250 shares outstanding; principal holders, Frazier Reams, E. B. Graham and S. L. Townsend. *Base rate:* $50.

Copy restrictions: Beer, wine, liquor and patent medicines accepted.

OKLAHOMA

(335,000 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	2,300	Nowata	1,500
Alfalfa	2,300	Greer	2.300	Okfuskee	2,600
Atoka	1,100	Harmon	1,600	Oklahoma	50,100
Beaver	1,000	Harper	1,000	Okmulgee	7,400
Beckham	3,900	Haskell	1,300	Osage	5,600
Blaine	2,700	Hughes	3,100	Ottawa	4,100
Bryan	3,600	Jackson	4,000	Pawnee	2,200
Caddo	5,800	Jefferson	2.000	Payne	5,600
Canadian	4,200	Johnston	1,100	Pittsburg	5,400
Carter	6,800	Kay	9,200	Pontotoc	3,800
Cherokee	1,400	Kingfisher	2,300	Pottawatomie	7,900
Choctaw	2,200	Kiowa	4,100	Pushmataha	1,100
Cimarron	600	Latimer	900	Roger Mills	1,200
Cleveland	3,700	Le Flore	3,600	Rogers	2,200
Coal	1,100	Lincoln	3,800	Seminole	7,300
Comanche	5,400	Logan	4,100	Sequoyah	1,400
Cotton	1,900	Love	900	Stephens	4,100
Craig	2,000	McClain	1,800	Texas	1,600
Creek	8,200	McCurtain	2,900	Tillman	3,500
Custer	4,200	McIntosh	1,900	Tulsa	43,400
Delaware	800	Major	1,500	Wagoner	1,700
Dewey	1,500	Marshall	1,100	Washington	5,000
Ellis	1,200	Mayes	1,500	Washita	3.200
Garfield	9,800	Murray	1,400	Woods	2,800
Garvin	3,300	Muskogee	10.100	Woodward	2,100
Grady	6,500	Noble	2,100		

KADA, ADA

Operator: C. C. Morris, 115½ S. Rennie. *Phone:* 1212. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* Sept. 26, 1934.

Owner, station head: C. C. Morris. *Station manager:* Joseph W. Lee. *Commercial manager:* W. H. Bailey. *Program director:* Paul J. Hughes. *Chief engineer:* J. Leiland Seay.

Rep: None. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $45.

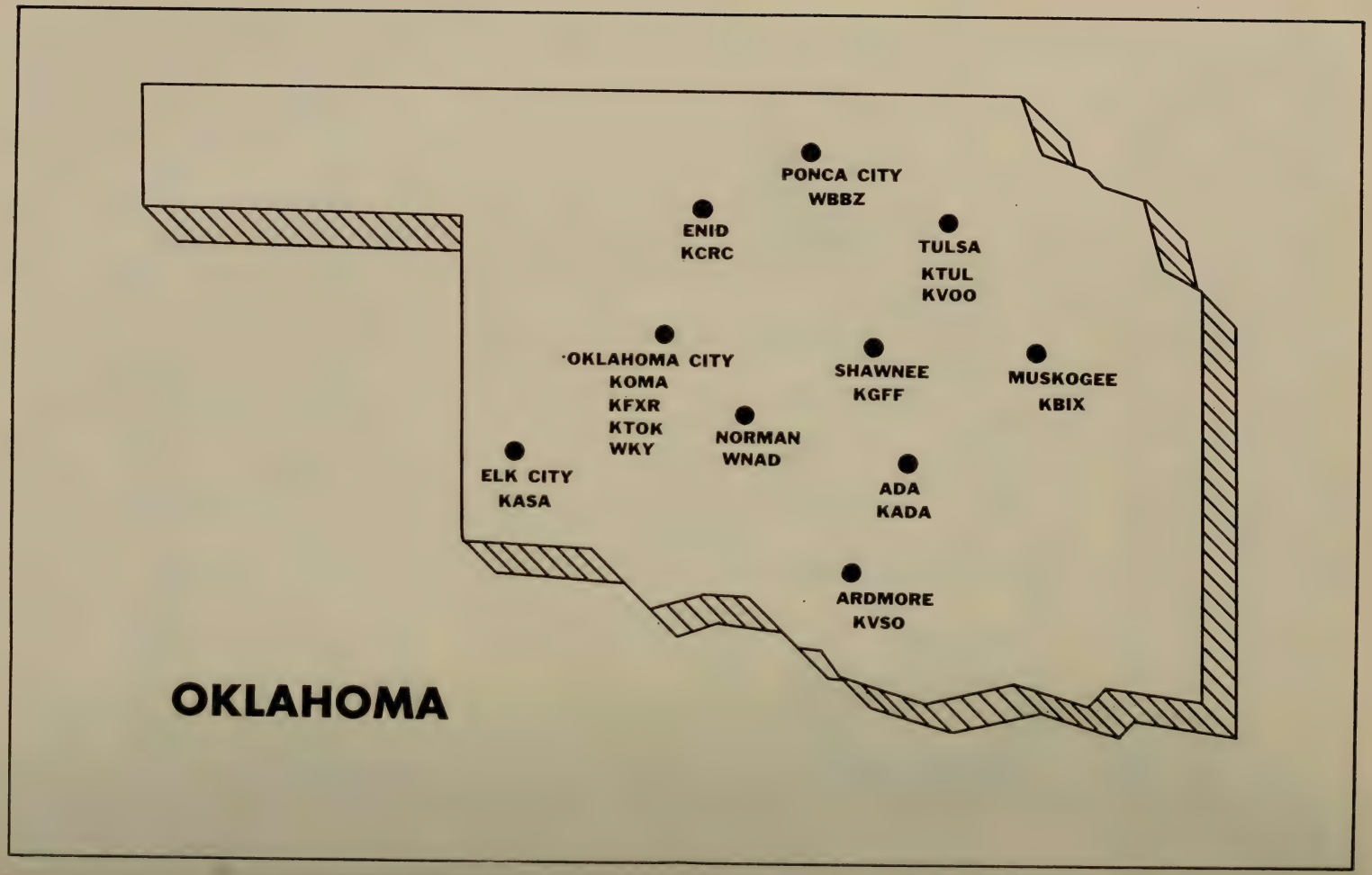
Copy restrictions: Accept beer, wine and hard liquor advertising; no commercials accepted for Sunday broadcasting.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General manager: Albert Riesen. *Station and commercial manager:* Fred Humphrey. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Musical director:* Weldon Wallace. *Publicity director:* James Griffith.

Rep: none. *News:* four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* publicity in Sunday radio page in Daily Ardmoreite, features on both local and national adver-


PONCA CITY
WBBZ
ENID
KCRC
TULSA
KTUL
KVOO
OKLAHOMA CITY
KOMA
KFXR
KTOK
WKY
SHAWNEE
KGFF
MUSKOGEE
KBIX
NORMAN
WNAD
ELK CITY
KASA
ADA
KADA
ARDMORE
KVSO
OKLAHOMA

tisers also run daily in connection with program schedule. *Foreign language programs:* no rules; such programs have never been requested. *Artists bureau:* setup nominal only. *Base rate:* $60.

Copy restrictions: beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. *Power:* 100 watts on 1210 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System.

Rep: None. *Base rate:* $40.

Copy restrictions: No alcoholic beverages, except 3.2 beer.

No further data available.

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. *Phone:* 447. *Power:* 250 watts on 1360 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* April 1, 1928. (Note: station is interlocked in ownership with Enid News & Eagle newspaper.)

Manager-director: Craig Campbell. *Commercial manager:* Steve Kotapish. *Program director:* Ralph Rogers. *Chief engineer:* A. B. Clopton.

Rep: None. *News:* None. *Seating facilities:* Two studios, capacity 250. *Merchandising:* Tie-up with News and Eagle affords program mention in columns; station has billboards and tire covers. *Foreign language programs:* No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau:* None. *Stock:* Closed corporation; only stockholders are Wm. Taylor, president; M. C. Garber, vice-president; Lucy Garber, secretary. *Base rate:* $60.

Copy restrictions: Will accept all beverages or drinks; only approved patent medicines accepted.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. *Phone:* 302. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. *Office manager:* Franklin Whitehead. *Assistant program director:* Bill Hillhouse. *Chief engineer:* Wesley Brock.

Rep: The Branham Co. *News:* AP. *Seating facilities:* Reception room, seating 50 persons. *Merchandising:* Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs:* No set rules; none currently on station. *Artists bureau:* None. *Base rate:* $55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

WNAD, NORMAN

Operator: University of Oklahoma. *Phone:* 900, stations 123 and 124. *Power:* 1,000 watts on 1010 kc (divides time with KGGF). *Opened:* 1922.

Director: T. M. Beaird. *Studio manager:* Jack Wilson. *Program director:* H. R. Heck. *Chief engineer:* Clyde Farrar. *Musical director:* Ruth Davis.

This station is non-commercial; university-owned.

KFXR, OKLAHOMA CITY

Operator: Exchange Avenue Baptist Church of Oklahoma City, Hightower Bldg. *Phone:* 3-1775; 3-4333; 3-0419. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1925. (Note: This station is church-owned.)

Manager: B. C. Thomason. *Commercial manager:* Bob Elliston. *Program director:* Mary Louise Thomason. *Chief engineer:* Tom Banks, Jr. *Artists bureau heads:* Velma Evans and F. A. Godsoe. *Musical director:* Loretta Miller. *Publicity director:* Harold Sparks.

Rep: Cox and Tanz. *News:* No service listed. *Seating facilities:* No specific information given, although station notes that it has several hundred visitors daily. *Merchandising:* No information given. *Foreign language programs:* Accepted when accompanied by full English translation. *Artists bureau:* Yes; lists several orchestras and singers. *Base rate:* $50.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally.

KTOK, OKLAHOMA CITY

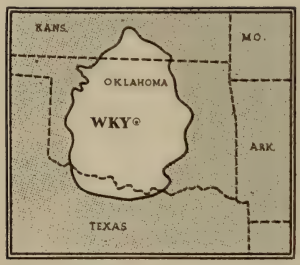
Operator: Oklahoma Broadcasting Company, 1800 W. Main Street. *Phone:* 3-8352. *Power:* 100 watts on 1370 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* April 1, 1937.

President: H. V. Hough. *Station manager:* J. R. Wetzel. *Commercial manager:* W. E. Robiseek. *Program and musical director, artists bureau head:* Paul Buenning. *Chief engineer:* Clifford Easum.

Rep: None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* Have

GIVE YOUR DEALERS A FORCE THEY CAN FEEL





• Within WKY's 0.5 mv. contour (daytime) are 63½% of Oklahoma's radio homes and within this area is spent 64½c out of every retail dollar spent in the state.

• Oklahoma dealers know that when your advertising is on WKY you are doing your best to sell *FOR* them what you sell *TO* them.

The customer-influence of WKY in Oklahoma is a force dealers can feel, a force they can see in action every day. So when your salesmen talk WKY in Oklahoma, they're talking business. WKY is a sales argument dealers can understand.

Use WKY to influence more dealers and more customers in Oklahoma. It's the station you and your dealers will feel most forcibly at the sales counter.

WKY OKLAHOMA CITY

NBC

• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • NATIONAL REPRESENTATIVE-E. KATZ SPECIAL ADVERTISING AGENCY

tie-up with local window display company. *Foreign language programs*: None. *Artists bureau:* No information given. *Base rate:* $50.

Copy restrictions: Beer advertising accepted, no further information given.

KOMA, OKLAHOMA CITY

Operator: Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

Station manager: Neal Barrett. *Assistant manager*: Buryl Lottridge. *Program director:* Waymond Ramsey. *Chief engineer:* P. E. Bostaph. *Artists bureau head, musical director:* Margie Speer. *Publicity director*: W. S. Lukenbill.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate*: $250.

Copy restrictions: Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. *Phone:* 3-4306. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Program director:* Daryl McAllister. *Musical director:* Allan Clark. *Publicity director:* E. C. Sutton.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of postage; station has a column in the Daily Oklahoman and Oklahoma City Times; two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* None. *Base rate:* $240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted."

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (representative of C. L. Carrell Estate), 615 W. Grand Avenue. *Phone:* 2300. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* 1927.

Managing director, station manager: Adelaide L. Carrell. *Commercial manager, publicity director:* John Esau. *Program director:* Ted Compton. *Chief engineer:* Don Mitchell.

Rep: None. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $35 (½ hr., 13 times).

Copy restrictions: Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. *Phone:* 4390. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper.)

Vice-president, manager: Ross Porter. *Commercial manager:* Jack Whitney. *Program director:* Edith Page. *Chief engineer:* John Malloy.

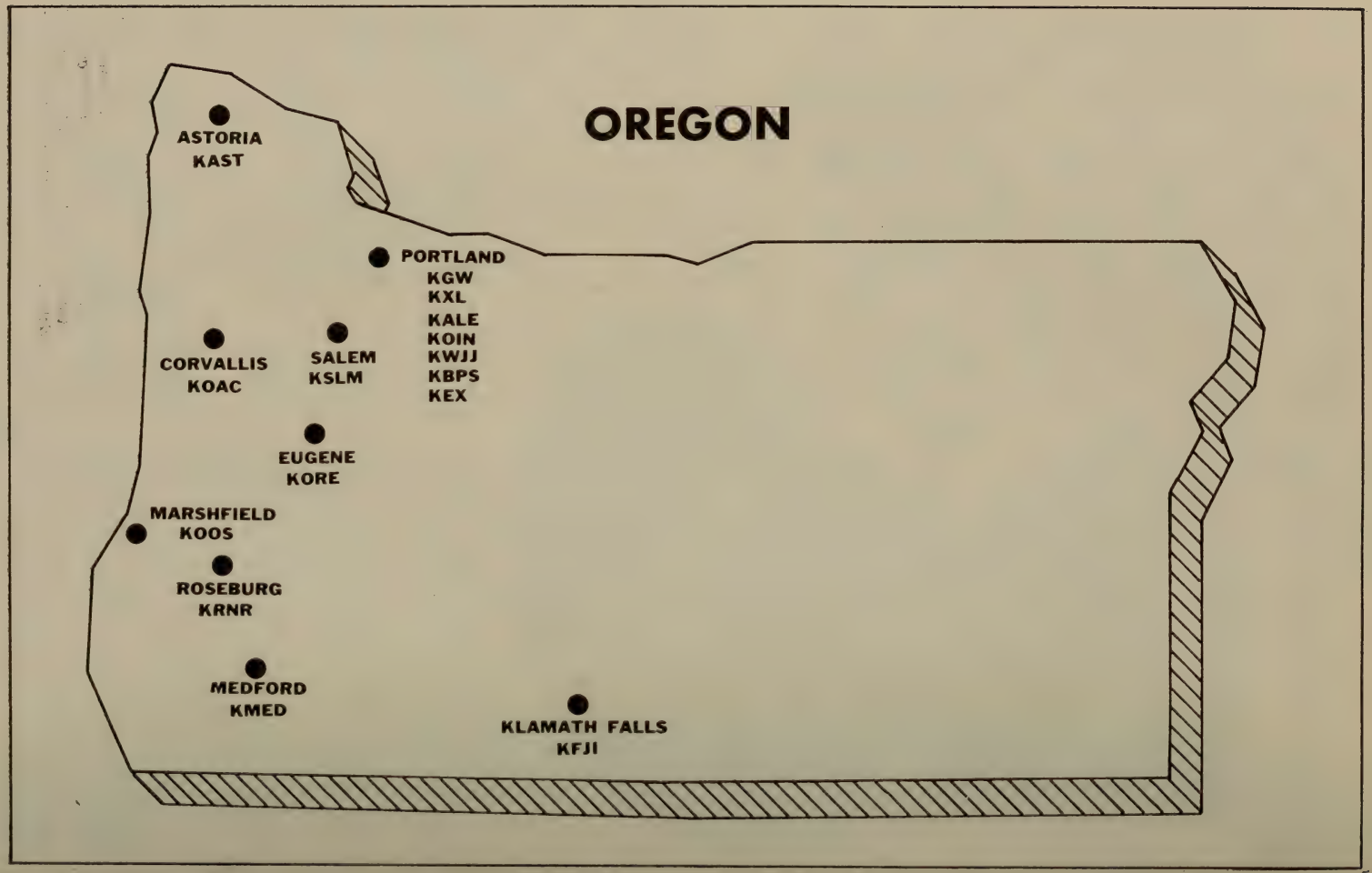
Rep: None. *News:* AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* $60.

Copy restrictions: Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

Vice-president: William C. Gillespie. *Station manager:* Fenton Jeffers. *Commercial manager:* Lawson Taylor. *Program director:* Robert Holt. *Chief engineer:* Nathan Wilcox. *Artists bureau head, pub-*


OREGON
ASTORIA
KAST
PORTLAND
KGW
KXL
KALE
KOIN
KWJJ
KBPS
KEX
CORVALLIS
KOAC
SALEM
KSLM
EUGENE
KORE
MARSHFIELD
KOOS
ROSEBURG
KRNR
MEDFORD
KMED
KLAMATH FALLS
KFJI

licity: Ervin Lewis. *Musical director:* Ralph Rose, Jr.

Rep: Free, Johns and Field, Inc. *News:* UP. *Seating facilities:* Radio theatre at Akdar Temple seats 2,300. *Merchandising:* Maintains a sales and promotion department offering merchandising services; assists in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." *Foreign language programs:* None; no population of this type. *Artists bureau:* Currently in process of organization. *Stock:* Principal holders are J. T. Griffin, Bryan Mathes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. *Base rate:* $75 (½ hr.).

Copy restrictions: Allow three minutes of commercial copy per quarter-hour; five minutes per half-hour; beer accepted; no other alcoholic beverages.

KVOO, TULSA

Operator: Southwestern Sales Corp. *Power:* 25,000 watts (simultaneous daytime operation, nighttime sharing with WAPI).

Affiliation: NBC Southwestern Group. *Opened:* 1925.

Manager: William B. Way.

Rep: Edward Petry & Co., Inc. *Base rate:* $140 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

No further data available after repeated requests.

OREGON

(216,400 radio homes)

Radio Homes by Counties

Baker	3,700	Harney	1,000	Morrow	900
Benton	3,600	Hood River	2,100	Multnomah	91,400
Clackamas	8,100	Jackson	7,600	Polk	2,400
Clatsop	5,200	Jefferson	300	Sherman	600
Columbia	2,800	Josephine	2,500	Tillamook	2,100
Coos	5,800	Klamath	7,400	Umatilla	5,400
Crook	600	Lake	1,100	Union	3,800
Curry	500	Lane	11,700	Wallowa	1,300
Deschutes	3,400	Lincoln	1,600	Wasco	3,300
Douglas	4,500	Linn	4,800	Washington	5,000
Gilliam	800	Malheur	2,000	Wheeler	500
Grant	800	Marion	13,300	Yamhill	4,500

KAST, ASTORIA

Operator: Astoria Broadcasting Co., Astoria Hotel. *Phone:* 95. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* July 1, 1935. (Note: On Oct. 14, 1936, this station was purchased by the present operators and became affiliated with the Astorian-Budget evening paper.)

Manager: Ted W. Cooke. *Commercial manager, publicity director:* W. H. Sandiford. *Program director:* Paul A. Harden. *Chief engineer:* Lawrence King.

Rep: Walter Biddick Co.; Cox and Tanz. *News:* UP. *Seating facilities:* None. *Merchandising:* Window displays; contact wholesalers and dealers; affiliation with Astorian Budget affords newspaper publicity. *Foreign language programs:* Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance; region has 6,000 Finnish speaking people. *Artists bureau:* None. *Base rate:* $25.

Copy restrictions: Beer and wine accepted; no whiskey; patent medicine accepted if copy, product and advertising claims meet station approval; station reserves right to reject copy.

KOAC, CORVALLIS

Operator: Oregon State Agricultural College. *Power:* 1,000 watts on 550 kc.

This station is non-commercial; college-owned.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, 731 Willamette St. *Phone:* 3. *Power:* 100 watts on 1420 kc. *Affiliation:* Oregon Network (composed of KORE, KXL, Portland, and KSLM, Salem). *Opened:* 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard).

Proprietor: Frank L. Hill. *Station manager, commercial manager:* Glenn E. McCormick. *Program director, publicity:* Day Foster, *Chief engineer:* Harold Gander.

Rep: None exclusively. *News:* Trans-

radio; UP. *Seating facilities:* Glass-encased reception room, 200 persons. *Merchandising:* Yes, maintains such a service; details do not conform to any set policy. *Foreign language programs:* Never had any; probably very little demand for. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Take wine, beer, whiskey and patent medicines if "legitimate" and conforming to all FCC regulations.

KFJI, KLAMATH FALLS

Operator: KFJI Broadcasters, Inc. *Power:* 100 watts on 1210 kc. *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* $25.

No further information available after repeated requests.

KOOS, MARSHFIELD

Operator: Pacific Radio Corp., Hall Building. *Phone:* 432. *Power:* 250 watts on 1390 kc (daytime). *Affiliation:* None. *Opened:* July, 1928. (Note: Also maintains studios in North Bend: affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

President-manager, station manager, publicity director: Walter L. Read. *Commercial manager:* Ben E. Stone. *Program director, artists bureau head, musical director:* Sylvia L. Chandler. *Chief engineer:* Floyd M. Rush.

Rep: Walter Biddick Co. *News:* UP. *Seating facilities:* None (can use local theatre when need arises). *Merchandising:* Full service rendered through commercial department. *Foreign language programs:* Will accept. *Artists bureau:* Yes, but no talent currently listed. *Base rate:* $40.

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages accepted, subject to station supervision.

KMED, MEDFORD

Operator; Mrs. W. J. Virgin, Sparta Bldg. *Phone:* 305. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* September, 1922.

Owner: Mrs. W. J. Virgin. *Station manager, publicity:* L. P. Bishop. *Program director, musical director:* Gladys Finch. *Chief engineer:* D. H. Rees.

Rep: Walter Biddick Co. (Pacific Coast); Norman Craig (New York). *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Help manufacturers and distributors in securing new retail outlets for their products. *Foreign language programs:* Not accepted; population less than 2% foreign. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely edited; all copy subject to rejection by the management.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. *Phone:* Atwater 7209. *Power:* 500 watts on 1300 kc. *Affiliation:* None. (Note: KALE is not owned by, but affiliated with the Oregon Journal, through stock ownership; has purchased KFJR, Portland, and amalgamated it with KALE.)

President: Roy Hunt. *Station manager, program director:* Ted Kooreman. *Technical director:* Louis L. Bookwalter. *Publicity director:* Allen Shepperd.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Give new programs publicity in the "Radio Advertiser," which is circulated to 5,000 retail stores; also advertise new programs in the Oregon Journal. *Foreign language programs:* Accepted if English translations are furnished for scrutiny; controversial subjects not allowed; will refuse whenever justified in doing so. *Artists bureau:* None. *Stock:* Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. *Base rate:* $30 (half hour).

Copy restrictions: Quarter-hours have

UNDISPUTED
FIRST
IN PORTLAND

•

• • • in local business
both as to number of accounts and volume of advertising.

• • • in popularity
through years of program selection and public relations activities . . . plus production leadership, both network and local.

• • • in showmanship
see Variety's 1935 and 1936 surveys.

KOIN

CBS Key Station for the Pacific Northwest . . . Free & Peters, Exclusive Representatives.

limit of 300 words of commercial; spot announcements have limit of 15 words; beer and wine are only alcoholic beverages accepted, and then only after 9 p.m.; no medicinal advertising of any kind.

KBPS, PORTLAND

Operator: Benson Polytechnic School, R. T. Stephens, agent. *Power:* 100 watts on 1420 kc (shares time with KXL).

No other information available.

KEX, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121. *Power:* 5,000 watts on 1180 kc. (divides time with KOB). *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1931. (Note: This station is newspaper-owned by the Portland Oregonian, also owners of KGW, Portland.)

General and station manager: W. Carey Jennings. *Commercial manager:* Chet Blomsness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225; studio C, 125 persons (facilities shared with KGW). *Merchandising:* Publicity, information, through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $93.75.

Copy restrictions: Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KGW, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121. *Power:* 5,000 and 1,000 on 620 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also owns KEX, Portland.)

General and station manager: W. Carey Jennings. *Commercial manager:* Chet Blomsness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225 persons; studio C, seating 125 (these studios shared with KEX). *Merchandising:* Publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $165.

Copy restrictions: Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. *Phone:* Atwater 3333. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: Affiliated with Oregon Journal.)

President: Charles W. Myers. *General manager, commercial manager:* C. Roy Hunt. *Sales manager:* Charles Couch. *Production manager, artists bureau head:* Johnnie Walker. *Program director:* H. M. Swartwood, Jr. *Technical director:* Louis Bookwalter. *Musical director:* Joseph Sampietro. *Publicity director:* Lester Halpin.

Rep: Free & Peters, Inc. *News:* INS, Universal. *Seating facilities:* 50 persons. *Merchandising:* Publishes "Radio Advertiser" and circulates the publication to 5,000 retail stores; Oregon Journal lists programs with sponsor names. *Foreign language programs:* Acceptance rules strict to the point of prohibition; none currently on station; English translation must be submitted in advance when applying for foreign language time. *Artists bureau:* Yes; has about 10 artists on roster. *Stock:* Control held by C. W. Myers; the Oregon Journal is a minority holder. *Base rate:* $90 (half hour).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages, except beer after 9 p.m. only.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc. *Power:* 500 watts on 1040 kc (special temporary authorization authorized; operates limited time with dominant station). *Affiliation:* None.

Rep: None. *Base rate:* $30 (½ hr.).

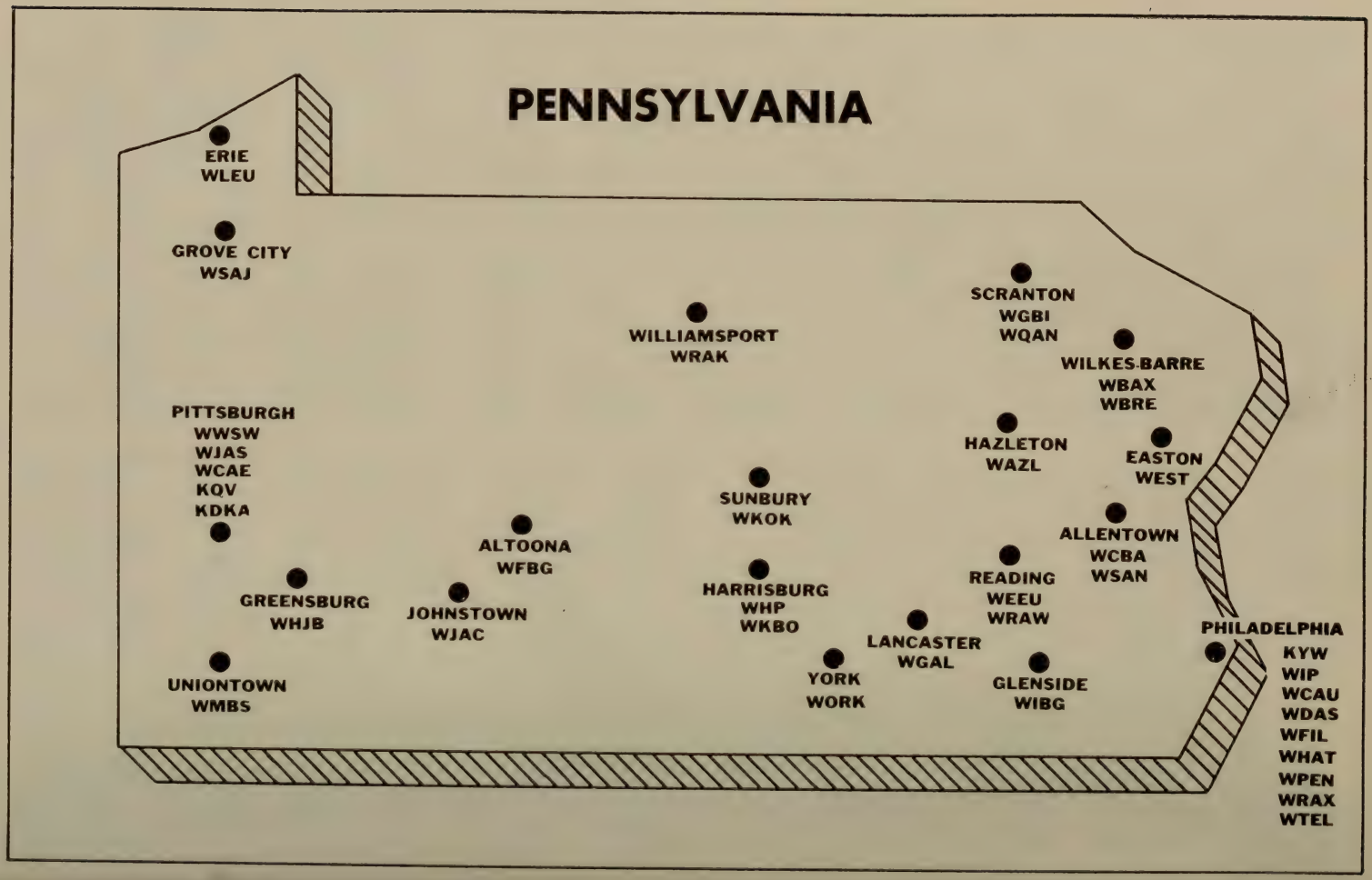
No other information available after repeated requests.

KXL, PORTLAND

Operator: KXL Broadcasters, Multnomah Hotel. *Phone:* Atwater 5124. Power: 250 and 100 watts on 1,420 kc. (divides time with KBPS—three hours daytime only). *Affiliation:* with KFPY and KGIR. *Opened:* 1926.

President, station and commercial manager: T. W. Symons, Jr. *Program director:* Allyn Roberts.

Rep: J. H. McGillvra, New York, Chi-


PENNSYLVANIA
ERIE
WLEU
GROVE CITY
WSAJ
PITTSBURGH
WWSW
WJAS
WCAE
KQV
KDKA
GREENSBURG
WHJB
UNIONTOWN
WMBS
ALTOONA
WFBG
JOHNSTOWN
WJAC
WILLIAMSPORT
WRAK
SUNBURY
WKOK
HARRISBURG
WHP
WKBO
YORK
WORK
LANCASTER
WGAL
SCRANTON
WGBI
WQAN
WILKES-BARRE
WBAX
WBRE
HAZLETON
WAZL
EASTON
WEST
ALLENTOWN
WCBA
WSAN
READING
WEEU
WRAW
GLENSIDE
WIBG
PHILADELPHIA
KYW
WIP
WCAU
WDAS
WFIL
WHAT
WPEN
WRAX
WTEL

cago; Walter Biddick Co., San Francisco, Los Angeles. *News:* UP. *Seating facilities:* yes; capacity not listed. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* none. *Stock:* held by T. W. Symons, Jr., and E. B. Craney. *Base rate:* $40 (one-half hour).

Copy restrictions: Commercial copy may not be over 15% of program time.

KRNR, ROSEBURG

Operator: Roseburg News Review, Umpqua Hotel. *Phone:* 4. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review.)

Manager, chief engineer: J. B. Toles. *Commercial manager:* Marshall Pengra.

Rep: Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* 200 persons. *Merchandising:* Complete service offered, including dealer contacts, publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $25.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy.

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. *Phone:* 6131. *Power:* 100 watts on 1370 kc. *Affiliation:* Oregon Network (KSLM, KORE, Eugene, and KXL, Portland). *Opened:* Nov. 1, 1934.

President, manager: H. B. Read. *Commercial manager:* Dwight Hoxie. *Program director:* Boots Grant. *Chief engineer:* Clyde Wiegand.

Rep: None. *News:* Transradio. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None. *Foreign language programs:* No rules listed. *Artists bureau:* None. *Stock:* Principally held by H. B. Read and John C. Kendall. *Base rate:* $25 (½ hr.).

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; 15% of program time is maximum allowed for commercial use.

PENNSYLVANIA

(1,938,400 radio homes)

Radio Homes by Counties

Adams	5,500	Elk	5,200	Montour	1,900
Allegheny	301,600	Erie	38,200	Northampton	38,600
Armstrong	11,600	Fayette	28,200	Northumberland	19,600
Beaver	26,100	Forest	700	Perry	3,200
Bedford	5,000	Franklin	10,600	Philadelphia	430,300
Berks	54,100	Fulton	800	Pike	1,300
Blair	28,200	Greene	6,300	Potter	3,500
Bradford	11,800	Huntingdon	6,200	Schuylkill	40,600
Bucks	18,000	Indiana	11,400	Snyder	2,300
Butler	15,400	Jefferson	9,000	Somerset	10,700
Cambria	33,200	Juniata	1,700	Sullivan	1,000
Cameron	1,100	Lackawanna	65,200	Susquehanna	5,600
Carbon	9,700	Lancaster	43,200	Tioga	7,000
Centre	9,400	Lawrence	18,700	Union	3,000
Chester	26,500	Lebanon	12,400	Venango	13,000
Clarion	6,100	Lehigh	34,400	Warren	9,400
Clearfield	12,800	Luzerne	87,300	Washington	35,400
Clinton	5,800	Lycoming	20,300	Wayne	6,400
Columbia	8,000	McKean	13,000	Westmoreland	46,500
Crawford	12,400	Mercer	17,700	Wyoming	3,100
Cumberland	12,100	Mifflin	6,500	York	34,500
Dauphin	40,700	Monroe	6,900		
Delaware	62,500	Montgomery	60,000		

WCBA, ALLENTOWN

This station is affiliated with WSAN of the same city. For all data, see WSAN.

WSAN, ALLENTOWN

Operator: WSAN, Inc., 39-41 N. Tenth St. *Phone:* 9511. *Power:* 500 watts on 1,440 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city, is affiliated with WSAN).

President: Major J. C. Shumberger. *Station manager:* B. Bryan Musselman. *Commercial manager:* J. H. Musselman. *Program director, artists bureau head, mu-*

sical director: George Y. Snyder. *Chief engineer:* Charles S. Sauerwine. *Publicity director:* Charles R. Petrie.

Rep: None. *News:* Transradio. *Seating facilities:* studio, 100 persons. *Merchandising:* Maintains a merchandising department; details not listed. *Foreign language programs:* Accepted; complete English translation must be furnished to the station. *Artists bureau:* Yes; lists about 25 on its roster. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director, Charles Petrie, who has carefully surveyed local reaction to all types of copy."

WFBG, ALTOONA

Operator: The Gable Broadcasting Co. (lessee). *Power:* 100 watts on 1310 kc (shares time with WJAC); (has construction permit for 250 watts until local sunset). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* $78.

No further information available after repeated requests.

WEST, EASTON

Operator: Associated Broadcasters, Inc., 516 Northampton St. *Phone:* 8001. *Power:* 250 and 100 watts on 1200 kc (divides time with WKBO). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1936.

President: Clair R. McCollough. *Station and commercial manager:* Walter Kirkwood. *Program director:* Wilburt Markle. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Jane Myers. *Musical director:* Eugene Bethman. *Publicity director:* Richard West.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $80.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

WLEU, ERIE

Operator: Leo J. Omelian, Commerce Bldg., 12th and State Streets. *Phone:* 25-229. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* April 21, 1935.

Owner: Leo J. Omelian. *Station and commercial manager:* V. Hamilton-Weir. *Program director:* Edward Gouran. *Chief engineer:* Harold Roess. *Musical director:* Anthony Conti.

Rep: None listed. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Programs given publicity on the air through the "Merchandise Co-Operative Program." *Foreign language programs:* Will accept; special rates apply, given on request. *Artists bureau:* None. *Base rate:* $90.

Copy restrictions: Beer, wine and patent medicines accepted any time; hard liquor only after 10 p.m.; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations.

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Keswick Theatre Bldg. *Phone:* Ogontz 4570. *Power:* 100 watts on 970 kc. (daytime). *Affiliation:* None. *Opened:* 1924.

President, station manager: Joseph M. Nassau. *Commercial manager:* T. G. Tinsley. *Program and musical director:* Margaret R. Collins. *Chief engineer:* John H. Henninger. *Publicity director:* James A. Nassau.

Rep: None. *News:* Christian Science Monitor. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Will undertake distribution in 600 food stores in area on basis of $50.00 per week (merchandising is done in units of 200 stores). *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Beer and wine accepted; no hard liquor.

WHJB, GREENSBURG

Operator: Pittsburgh Radio Supply House, Penn Albert Hotel. *Phone:* Greensburg 3740. *Power:* 250 watts on 620 kc (operates to sunset). *Affiliation:* None. *Opened:* Oct. 28, 1934.

Station manager: Roy H. Verret. *Program director, publicity director:* Carolyn Castrcane. *Chief engineer:* Lyle Allen.

Rep: Furgason & Aston. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Have Slovak and Polish programs; each case treated on individual merits. *Artists bureau:* None. *Base rate:* $76.

Copy restrictions: All copy subject to owners' approval and FCC regulations; no restrictions mentioned against beer, wines, liquors and patent medicines other than referred to above.

WSAJ, GROVE CITY

Operator: Grove City College. *Power:* 100 watts on 1310 kc. (operates specified hours nighttime).

This station is non-commercial; college-owned.

WHP, HARRISBURG

Operator: WHP, Inc., Telegraph Bldg. *Phone:* 43211. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

President: E. J. Stackpole, Jr. *Station manager:* A. K. Redmond. *Sales director:* C. L. Bailey. *Production director:* E. K. Smith. *Chief engineer:* William Wolf. *Musical director:* David Shoop. *Promotion and publicity director:* Dick Redmond.

Rep: None. *News:* Transradio. *Seating facilities:* Shriner's Zembo Mosque, 3,000 capacity; State Forum, 1,800; Majestic Theatre, 1,000. *Merchandising:* Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. *Foreign language programs:* Not accepted. *Artists bureau:* No booking arrangements, but can contact talent for the sponsor. *Base rate:* $125.

Copy restrictions: Beer accepted, providing commercials are in "good taste"; liquors only after 11 p.m.; station reserves right to censor misrepresentations, or products not conforming to federal laws.

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., Penn Harris Hotel. *Phone:* 4-0-1-9-1. *Power:* 250 and 100 watts on 1200 kc (shares time with WEST). *Affiliation:* None. *Opened* 1927 (as WCOD; changed to WKBO in 1933). (Note: This station is newspaper-owned by the Harrisburg Telegraph.)

President: A. H. Stackpole. *Station manager, publicity director:* C. G. Moss. *Commercial manager:* George C. Smith. *Program director, artists bureau head, musical director:* Clyde Moser. *Chief engineer:* Charles G. Myers.

Rep: Wellman Service. *News:* Locally from the Harrisburg Telegraph. *Seating facilities:* Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, seating 500, with an admission fee of 20c. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Lists about 45 artists, directors, orchestras, and announcers. *Base rate:* $95.

Copy restrictions: Beer and wines accepted any time; hard liquors only after 10 p.m.; patent medicines must meet requirements of the Federal Trade Commission; all copy subject to government rules and station approval.

WAZL, HAZELTON

Operator: Hazelton Broadcasting Service, Inc., Broad & Laurel Sts. *Phone:* 1488. *Power:* 100 watts on 1420 kc. (shares time with WDEL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1932.

President: Clair McCollough. *Station and commercial manager:* Victor C. Diehm. *Program director:* Thomas Tito. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Kathryn Kahler. *Musical director:* Henry Cohn. *Publicity director:* James Peiser.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Specialize in such programs. *Artists bureau:* Setup nominal only. *Base rate:* $80.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards.

WJAC, JOHNSTOWN

Operator: WJAC, Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with WFBG). *Affiliation:* None.

Rep: None. *Base rate:* $60.

No further information available after repeated requests.

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. *Phone:* 5252. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mason-Dixon Radio Group; Inter-City Broadcasting System. *Opened:* 1922.

Vice-president: Clair R. McCollough. *Station and commercial manager:* Walter O. Miller. *Program and musical director:* Ernest Stanziola. *President, chief engineer:* J. E. Mathiot. *Artists bureau head:* Edward Gundaker. *Publicity director:* Warren Hershey.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings in newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $91.50.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

KYW, PHILADELPHIA

Operator: Westinghouse Electric & Mfg. Co., 1619 Walnut St. (station is programmed by NBC). *Phone:* Locust 3760. *Power:* 10,000 watts on 1020 kc. *Affiliation:* NBC Basic Red. *Opened:* 1921 (in Chicago); moved to Philadelphia in 1934.



The MARKET:

The 85 counties constituting The WCAU Market contain 2,180,211 families of whom 84% own radios. Average annual retail sales total 2⅓ billions. These families drive over 1½ million motor cars, spend over 200 million a year for food, over 200 million a year for clothes, over 100 million a year in drug stores plus 200 million a year on their homes. And, speaking of homes, Philadelphia has more single-family residences than any other American City. It's United States' third largest market.

The STATION:

WCAU

50,000 WATTS

PHILADELPHIA

ROBERT A. STREET, Commercial Manager

Only 50,000 Watt station—and only Columbia network outlet—in Philadelphia. One of Philadelphia's oldest stations—but the youngest in equipment and spirit.

WCAU DELIVERS MORE LISTENERS PER DOLLAR THAN ANY OTHER PHILADELPHIA STATION

Station manager: Leslie W. Joy. *Program director:* James P. Begley. *Chief engineer:* Ernest H. Gager. *Artists bureau head:* Ken Hoffman. *Musical director:* Jan Savitt. *Publicity director:* Jas. A. Aull.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Auditorium, 350 persons; admission by ticket. *Merchandising:* Services rendered to clients at cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* $440.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity censorship departments.

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St. *Phone:* Locust 7700. *Power:* 50,000 watts on 1170 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: Also operates short wave W3XAU.)

President, station manager: Dr. Leon Levy. *Commercial manager:* Robert A. Street. *Program director:* Stan Lee Broza. *Chief engineer:* John G. Leitch. *Publicity director:* Kenneth W. Stowman.

Rep: Transamerican Broadcasting & Television Corp. (Chicago only). *News:* UP. *Seating facilities:* Auditorium-studio, capacity 260 (has stage and modern kitchen). *Merchandising:* Sales promotion and research department conduct surveys at various times; radio habits checked. *Foreign language programs:* Nothing accepted. *Artists bureau:* None, but talent can be furnished for sponsors. *Stock:* 1,000 shares; held by Dr. Leon Levy and I. D. Levy. *Base rate:* $500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure *all* headaches," etc.; five-minute periods cannot have more than a 100-word commercial before and after program; before 6 p.m., quarter hours can't have more than three minutes of copy, half hours more than five minutes, and hours more than eight minutes; after 6 p.m., quarter hours can't have more than three minutes of commercial, half hours more than four and one-half minutes, and hours more than six and one-half minutes; beer okay; no hard liquors.

WDAS, PHILADELPHIA

Operator: WDAS Broadcasting Station, Inc., 1211 Chestnut St. *Phone:* Locust 7400. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

President: Alexander W. Dannenbaum. *Station manager:* P. J. Stanton. *Commercial manager:* A. W. Dannenbaum, Jr. *Program director:* Harold Davis. *Chief engineer:* Frank Unterberger. *Musical director:* Joseph Schreibman. *Publicity:* Jerry Stone.

Rep: None. *News:* UP. *Seating facilities:* Studios; capacity 175. *Merchandising:* Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleischer; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. *Artists bureau:* None (program department, however, places artists elsewhere). *Stock:* Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. *Base rate:* $75.

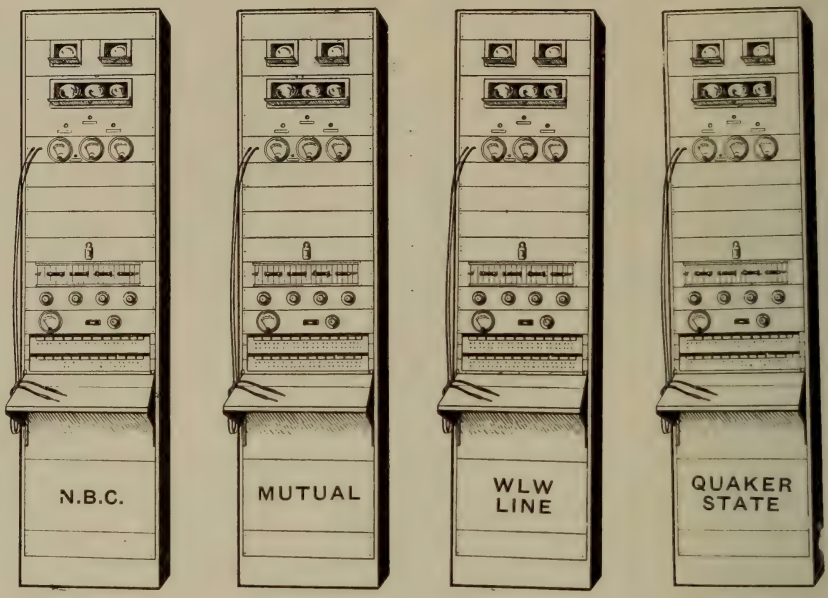
Copy restrictions: No definite rules; copy should be brief and "in good taste"; station reserves right to censor all spoken matter; will accept wine, beer and alcoholic advertising; patent medicines must pass County Medical Society and Federal Trade Commission before acceptance.

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. *Phone:* Walnut 5200. *Power:* 1,000 watts on 560 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System; Quaker State Network; WLW-KQV-WHN hookup. *Opened:* 1922.

President: Samuel R. Rosenbaum. *General manager:* Donald Withycomb. *Commercial manager:* Jack Stewart. *Business manager:* Roger W. Clipp. *Program director:* John Clark. *Chief engineer:* Frank V. Becker. *Musical director:* Erva Giles. *Publicity director:* Joe Connolly.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Use Fleisher Auditorium, capacity 1,600. *Merchandising:* Service is headed by Jerry Moore; procure free advertisement for



Four Networks To Over Six Million Listeners

Advertisers are buying WFIL to cover America's Third Market because of the excellent programs offered by these Four Networks.

A recent Ross Federal Research Corporation Survey shows WFIL abreast of No. 1 station in Philadelphia, yet WFIL's rates are lower.

For the greatest coverage at the lowest cost, buy WFIL in Philadelphia.

WFIL
560 KC

program via time-trading arrangement with the Record, Inquirer and Evening Ledger; arrange window displays and other tie-in media; exploitation; help devise program; push institutional angle. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $200 (half hour).

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times.

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc (shares time with WTEL). *Affiliation:* None. (Note: This station is operated by a subsidiary of the Philadelphia Public Ledger.)

Rep: None. *Base rate:* $60.

No further information available after repeated requests.

WIP, PHILADELPHIA

Operator: Pennsylvania Broadcasting Co., 35 S. Ninth St. *Phone:* Walnut 6800. *Power:* 1,000 watts on 610 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* March 16, 1922.

President: Benedict Gimbel, Jr. *General manager, commercial manager:* Albert A. Cormier. *Program director:* James Allan. *Chief engineer:* Clifford Harris. *Musical director:* Clarence Fuhrman. *Publicity director:* Murray Arnold.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 150 persons; auditorium, 1,200 persons. *Merchandising:* Uses 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $187.50.

Copy restrictions: Accept beer, wine, hard liquors; rigid supervision over all copy.

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 250 watts on 920 kc. (operates from local sunset to 12 midnight). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1929. (Note: WRAX, Philadelphia, is under same control as WPEN.)

Director: Charles Stahl.

Rep: None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WRAX). *Merchandising:* Special department maintained; information upon request. *Foreign language programs:* Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* $115 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

WRAX, PHILADELPHIA

Operator: WRAX Broadcasting Company, Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 500 watts on 920 kc. (operates from 7 a.m. to local sunset). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1922. (Note: WPEN, Philadelphia, is under same ownership as WRAX).

Director: Charles Stahl.

Rep: None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WPEN). *Merchandising:* Special department maintained; information upon request. *Foreign language programs:* Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* $115 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

WTEL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co. *Power:* 100 watts on 1310 kc (shares time with WHAT). *Affiliation:* None.

Rep: None. *Base rate:* $75.

No further information available after repeated requests.

KDKA, PITTSBURGH

Operator: Westinghouse Electric & Mfg. Co., Grant Bldg. (station is programmed by NBC). *Phone:* Grant 4200. *Power:* 50,000 watts on 980 kc. *Affiliation:* NBC Basic Blue. *Opened:* Nov. 2, 1920.

Station manager: H. A. Woodman. *Commercial manager:* W. E. Jackson. *Program director:* John Gihon. *Chief engineer:* Joseph E. Baudino. *Artists bureau head:* Jas. W. McConnell. *Musical director:* Aneurin Bodycombe. *Publicity director:* Lynden Morrow.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Two studio observation rooms, 40 persons apiece; if and

TO COVER PITTSBURGH

Columbia advertisers, to cover Pittsburgh, must use WJAS.

The 4½ million people in the prosperous Pittsburgh trading area must use WJAS to get Columbia programs.

There is no overlapping coverage from outside Columbia stations in Pittsburgh.

That's why WJAS has the AUDIENCE that makes it Pittsburgh's outstanding radio buy.

WJAS

5000 WATTS - - - PITTSBURGH

BASIC COLUMBIA NETWORK

★ ★ ★ ★ ★ ★ ★ ★

Representatives :

FURGASON & ASTON

NEW YORK, CHICAGO, DETROIT

when guests are admitted to studios, the capacity is increased 125 per studio. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* $500.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval.

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. *Phone:* Grant 4860. *Power:* 500 watts on 1380 kc. *Affiliation:* WLW Hookup. *Opened:* 1919. (Note: This station is under the same ownership as WJAS, Pittsburgh.)

President: H. J. Brennen. *Station manager:* John J. Laux. *Commercial manager:* Robert M. Thompson, Sr. *Program director:* Chris Christenson. *Chief engineer:* Walter McCoy. *Publicity director:* Jean Lincoln.

Rep: Furgason & Aston, Inc. *News:* UP. *Seating facilities:* Chamber of Commerce Auditorium, seating 700 persons; Moose Temple, seating 1,200. *Merchandising:* No definite service, but will assist in contacting local outlets by mail, announcing new programs, with time, on station letterheads. *Foreign language programs:* Accept, but allow one minute announcement only in foreign language—rest in English; translation must be furnished in advance. *Artists bureau:* None. *Base rate:* $250.

Copy restrictions: Accept beer anytime; wine and hard liquor only after 10:30 p.m., and must be in program form; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. *Phone:* Atlantic 5184. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* NBC Basic Red. *Opened:* May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

Station manager: Leonard Kapner. *Program director:* E. D. Harvey. *Chief engineer:* James Schultz. *Musical director:* Earl Truxell. *Publicity director:* James Murray.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Observation room, seating 25 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* $475.

Copy restrictions: Beer and light wines accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision.

WJAS, PITTSBURGH

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. *Phone:* Grant 4860. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* Aug. 4, 1922.

President: H. J. Brennen. *Station manager:* Howard E. Clark. *Commercial manager:* Robert M. Thompson, Sr. *Program director:* James Hughes. *Chief engineer:* Walter McCoy. *Musical director:* Ernest Neff. *Publicity director:* Marcella Deverson.

Rep: Furgason & Aston, Inc. *News:* Transradio; UP. *Seating facilities:* Playhouse, capacity 1,200. *Merchandising:* Yes; details not listed; appears complete. *Foreign language programs:* Accepted, subject to station's approval. *Artists bureau:* None. *Base rate:* $384.

Copy restrictions: Beer and wine programs taken after 10:30 p.m. if they are of "high quality"; no other liquors; medicines subject to owner's approval; all continuity governed by FCC regulations.

WWSW, PITTSBURGH

Operator: Walker & Downing Radio Corp., Hotel Keystone. *Phone:* Grant 5200. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System (part-time). *Opened:* May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post Gazette.)

Station manager: Frank R. Smith, Jr. *Program and musical director, artists bureau head:* Walter E. Sickles. *Chief engineer:* Ancil A. Lewis. *Publicity director:* Kieran Balfe.

Rep: None. *News:* Universal; also Pittsburgh Post Gazette. *Seating facilities:* 100

persons. *Merchandising:* Complete service available; details and estimates upon request. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $100.

Copy restrictions: Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations.

WEEU, READING

Operator: Berks Broadcasting Co. *Power:* 1,000 watts on 830 kc (daytime). *Affiliation:* None.

Rep: Craig & Hollingbery, Inc. *Base rate:* $100.

Copy restrictions: Rate card states "advertising of alcoholic beverages not accepted, excepting beer and wine. Only one price quotation permitted. Station reserves the right to decline to broadcast any price mention which it deems to be contrary to the best interests of the public and the advertiser."

No further information available.

WRAW, READING

Operator: Reading Broadcasting Co. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

Rep: None. *Base rate:* $55.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10 p.m."

No further information available after repeated requests.

WGBI, SCRANTON

Operator: Scranton Broadcasters, Inc., 1000 Wyoming Ave. *Phone:* 6296. *Power:* 1,000 and 500 watts on 880 kc (divides time with WQAN). *Affiliation:* CBS. *Opened:* Jan. 12, 1925.

President: Frank Megargee. *Station manager, commercial manager:* R. E. McDowell. *Chief engineer:* K. R. Cooke.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Letters to dealers; dealer contacts; pre-program announcements. *Foreign language programs:* Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. *Artists bureau:* None. *Base rate:* $118.75.

Copy restrictions: Accept beer, wine,

TYRO PRODUCTIONS

1697 Broadway

New York City

liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission.

WQAN, SCRANTON

Operator: The Scranton Times in co-partnership with E. J., Wm. R., and Elizabeth R. Lynett; also Edward J. Lynett, Jr. *Power:* 250 watts on 880 kc. (divides time with WGBI).

This station is non-commercial.

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. *Phone:* 1326. *Power:* 100 watts on 1210 kc (shares time with WBAX). *Affiliation:* Quaker State Network. *Opened:* Sept. 1, 1933. (Note: This station is newspaper-owned by the Sunbury Item).

General manager: B. A. Beck. *Station manager, commercial manager:* Melvin Lahr. *Program director, artists bureau head, musical director:* Paul L. Miller. *Chief engineer:* Clifford Kerstetter.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $45.

Copy restrictions: Copy is acceptable if it conforms to FCC regulations.

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp. *Power:* 250 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. *Phone:* 22736. *Power:* 250 and 100 watts on 1210 kc (specified hours shared with WKOK). *Affiliation:* None. *Opened:* May 10, 1922.

Owner, chief engineer: John H. Stenger, Jr. *Station manager, commercial manager, publicity director:* Hal Seville. *Program director:* Dick Mawson. *Musical director:* William Herbert.

Rep: None. *News:* UP. *Seating facilities:* Orondo Ballroom, 2,000; Grant Dancing School, 500. *Merchandising:* None. *Foreign language programs:* Accepted; English copy must be submitted. *Artists bureau:* Yes. *Base rate:* $60.

Copy restrictions: Advertising must be in "good taste"; wine, beer, liquor accepted; patent medicines carefully scrutinized.

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 16 N. Main Street. *Phone:* 3-3101. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1924.

General and station manager: Louis G. Baltimore. *Commercial manager:* S. R. Baltimore. *Program and publicity director:* Franklin D. Coslett. *Chief engineer:* Charles Sakoski. *Artists bureau head:* Jerry Butler. *Musical director:* Louis Savitt.

Rep: None. *News:* Transradio. *Seating facilities:* Two studios, seating 80 persons; reception room, seating 200; outside auditorium, seating 500. *Merchandising:* None. *Foreign language programs:* Will accept, but must be limited to as few words as possible; Polish and Italian programs current. *Artists bureau:* Yes; lists about 55 artists. *Base rate:* $63.

Copy restrictions: Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. (Note: This station is newspaper-affiliated with the Williamsport Gazette and Bulletin, and the Williamsport Sun).

Rep: None. *Base rate:* $75.25.

Copy restrictions: Rate card states "advertising of alcoholic beverages not accepted."

No further information available after repeated requests.

WORK, YORK

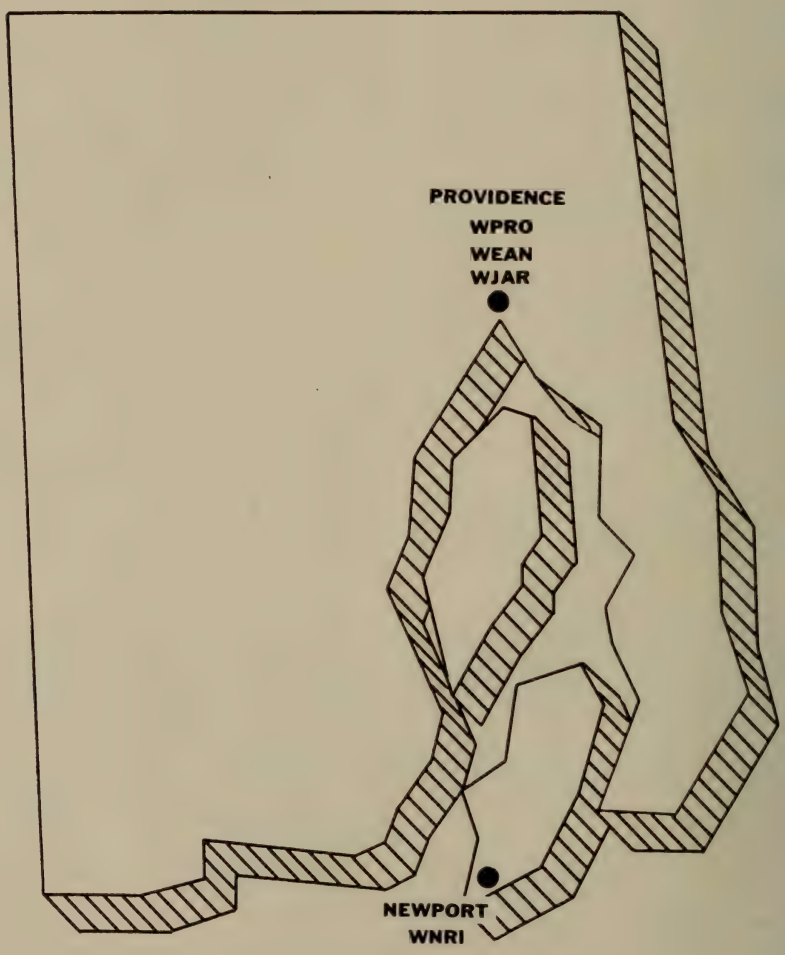
Operator: York Broadcasting Co., Inc., 13 S. Beaver St. *Phone:* 6629. *Power:* 1,000 watts on 1320 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Optional Basic Red or Blue; Inter-City Broadcasting System. *Opened:* March 21, 1932.

President: Clair R. McCollough. *Station and commercial manager:* J. Robert Gulick. *Program director:* Harold Miller. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Wilhelmina Hollinger. *Musical director:* Frank Renaut. *Publicity director:* John Neff.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* $120.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy must conform to station standards.

RHODE ISLAND



RHODE ISLAND

(150,000 radio homes)

Radio Homes by Counties

Bristol	3,900	Newport	9,800	Washington	7,200
Kent	8,400	Providence	120,700		

WNRI, NEWPORT

Operator: S. George Webb. *Power:* 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. *Phone:* Dexter 1500. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Basic Blue, Yankee Network, Colonial Network. *Opened:* June 5, 1932.

President: John Shepard III. *Station manager, program director:* James S. Jennison. *Commercial manager:* Richard F. Voynow. *Chief engineer:* Harry H. Tilley. *Publicity director:* Carlton McVarish (Boston).

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Studio, 40; can supply outside points with capacity up to 2,000, at cost. *Merchandising:* Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. *Foreign language programs:* No. *Artists bureau:* Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. *Base rate:* $200.

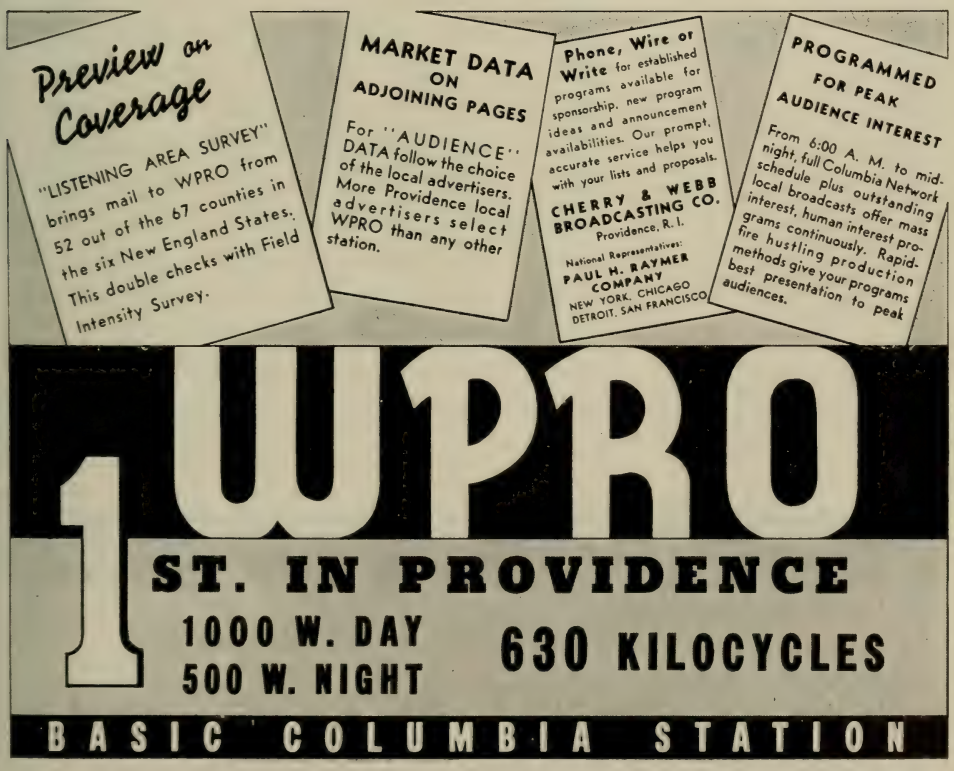
Copy restrictions: Alcoholic beverages accepted if copy does not encourage use, but calls attention to name, purity, etc.; patent medicine copy submitted to Proprietary Assn.

WJAR, PROVIDENCE

Operator: The Outlet Co. *Power:* 1,000 watts on 890 kc. *Affiliation:* NBC Basic Red. *Opened:* 1922.

Station manager: John J. Boyle.

Rep: Weed & Co. *News:* Supplied by



WEAN

Fifteen Years of Leadership in the Rhode Island Market

THE Yankee Network's Providence station. Basic station of the NBC Blue Network. Official state of Rhode Island station. . . . With Yankee Network exclusive features, including Yankee Network News Service, play-by-play broadcasts of American and National league baseball games, intercollegiate football games and other leading sports events, dance pickups and educational features, WEAN holds its dominant position.

Most popular Providence station, as determined by latest Ross Federal telephone survey. . . . Serves a population of 994,000. . . . Leads in local acceptance as shown by largest volume of local business. WEAN, the dominant sales influence in Rhode Island.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK DETROIT CHICAGO SAN FRANCISCO

local newspaper (Providence Journal and Bulletin). *Seating facilities:* About 200 persons. *Merchandising:* Work out counter and window displays for use in the Outlet Co. (department store, owners of the station). *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Beer and wines accepted; no hard liquor.

(Note: While this information was not supplied by the station, it derives from authentic sources.)

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. *Phone:* GAspee 4237. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* CBS. *Opened:* As WLSI in 1919; as WPAW in 1924.

President: William S. Cherry, Jr. *Station manager:* S. P. Willis. *Commercial manager:* W. T. Bush. *Program director:* H. W. Koster. *Chief engineer:* H. W. Thornley. *Publicity director:* A. C. Rider.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Theatre, 3,400. *Merchandising:* Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. *Foreign language programs:* Accepted Mondays through Fridays, 8:30 to 9 a.m. and 3:30 to 4:30 p.m.; programs must be approved by station, and must be musical programs. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Accept beer and wine; no hard liquor; otherwise the station has adopted copy restrictions of CBS.

SOUTH CAROLINA

(174,600 radio homes)

Radio Homes by Counties

Abbeville	1,800	Dillon	2,000	McCormick	700
Aiken	4,300	Dorchester	1,400	Marion	2,500
Allendale	900	Edgefield	1,400	Marlboro	2,800
Anderson	8,400	Fairfield	1,700	Newberry	3,300
Bamberg	1,600	Florence	6,800	Oconee	3,000
Barnwell	1,600	Georgetown	1,800	Orangeburg	4,900
Beaufort	1,600	Greenville	17,300	Pickens	2,900
Berkeley	1,300	Greenwood	4,300	Richland	14,100
Calhoun	1,100	Hampton	1,300	Saluda	1,200
Charleston	15,600	Horry	3,300	Spartanburg	13,100
Cherokee	2,800	Jasper	700	Sumter	4,900
Chester	3,100	Kershaw	2,700	Union	3,000
Chesterfield	2,700	Lancaster	2,600	Williamsburg	2,200
Clarendon	1,800	Laurens	3,800	York	5,500
Colleton	1,900	Lee	1,700		
Darlington	4,300	Lexington	2,900		

WAIM, ANDERSON

Operator: Wilton E. Hall, Anderson College. *Phone:* 800. *Power:* 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* April 8, 1935. (Note: this station is owned by the publisher of the Anderson Independent and Daily Mail.)

Owner: Wilton E. Hall. *Station and commercial manager:* Ennis Bray. *Program and musical director:* Eddie Vann. *Chief engineer:* John E. Peoples. *Artists bureau head:* Jack Alley. *Publicity director:* James Coggins.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* $40.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. *Phone:* 344. *Power;* 1,000 and 500 watts on 1360 kc. *Affiliation:* NBC Southeastern Service. *Opened:* 1930.

Vice-president: G. Richard Shafto. *Station and commercial manager:* J. D. Saumenig. *Program and publicity director:* George P. Gunn. *Chief engineer:* Douglas M. Bradham.

Rep: Free & Peters, Inc. *News:* UP.

SOUTH CAROLINA



Seating facilities: Reception room; capacity not listed. *Merchandising:* "General services" offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

WIS, COLUMBIA

Operator: WIS, Inc., 1811 Main St. *Phones:* 2-2135, 2-2136. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* NBC Southeastern Group. *Opened:* June, 1930.

President: W. Frank Hipp. *Station manager, commercial manager:* G. Richard Shafto. *Program director:* Graeme M. Fletcher. *Chief engineer:* Scott Helt. *Musical director:* Victor H. Lund. *Publicity director:* Frank Burger.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge preannouncements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State. *Foreign language programs:* None; population less than 1% foreign born.

Artists bureau: Yes; lists about 10 artists. *Base rate:* $100. (Note: WIS also sold with WPTF, Raleigh, at combination rate.)

Copy restrictions: Adheres strictly to NAB code; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste, and merchandise of reliable manufacture."

WOLS, FLORENCE

Operator: O. Lee Stone. *Power:* 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Imperial Hotel. *Phone:* 363. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* NBC Southeastern Service. *Opened:* May 20, 1933. (Note: This station is newspaper-owned—News and Piedmont.)

President: B. H. Peace, Jr. *Station manager:* B. T. Whitmire. *Commercial manager:* W. S. Lindsay. *Program director, artists bureau head:* Frank Blair. *Chief engineer:* W. C. Etheridge. *Musical director:* Eber Lineberger. *Publicity director:* Dan Crosland.

Rep: Bryant, Griffith & Brunson, Inc. *News:* UP; AP. *Seating facilities:* Large studio, 50; outer lobby to same, 50. *Merchandising:* Display placards and advertising material of sponsors in the studios. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about a dozen singers and announcers. *Base rate:* $120.

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product.

WSPA, SPARTANBURG

Operator: Virgil V. Evans, Radio Center. *Phone:* 2900. *Power:* 1,000 watts on 920 kc (daytime). *Affiliation:* None. *Opened:* February 17, 1930.

Station head and manager: Virgil V. Evans. *Commercial manager:* Jack Murray. *Program director:* James D. Mugford. *Chief engineer:* Robert M. Wallace. *Musical director:* Ruth Haley. *Publicity director:* Staton Dixon.

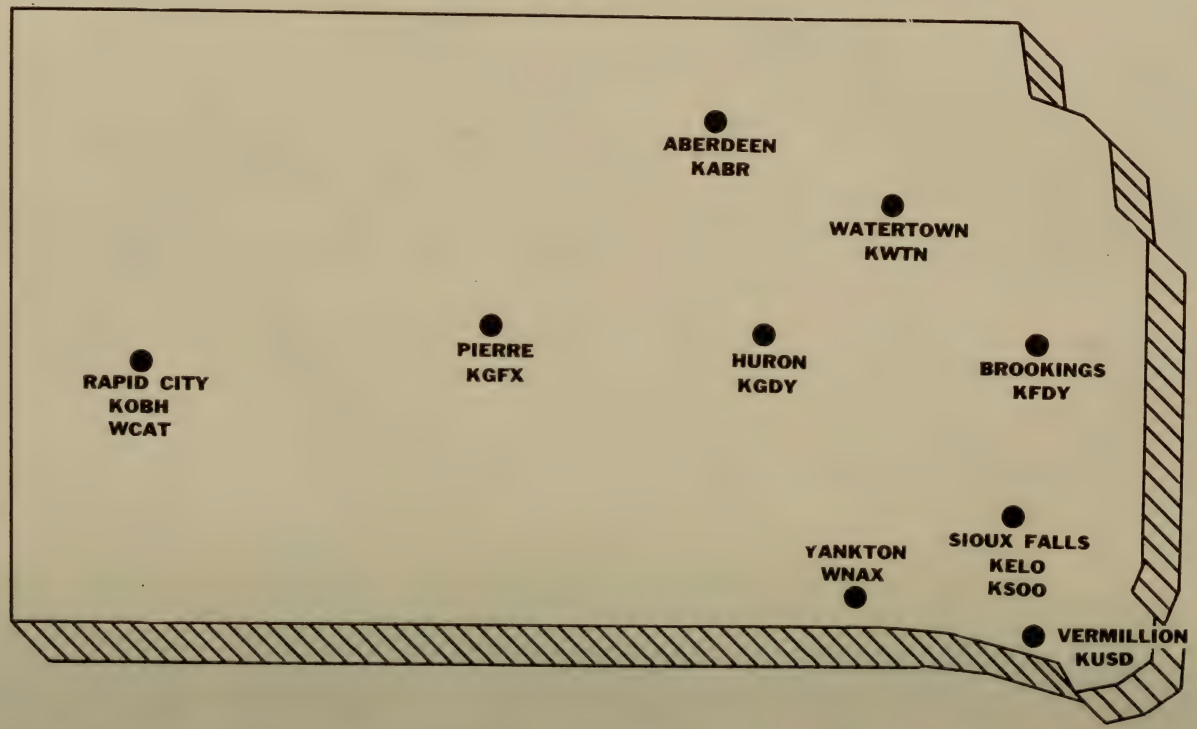
Rep: Cox & Tanz. *News:* UP. *Seating facilities:* 400 persons. *Merchandising:* Contact dealers, work out window displays, suggest publicity tie-ins, etc.; all services rendered free. *Foreign language programs:* Would accept if requests were ever received; however, foreign population is practically non-existent. *Artists bureau:* None. *Base rate:* $74.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy.

RADIO STATION EMPLOYMENT

According to the U. S. Census of Business of 1935, the full-time employees of radio stations consist of: 11% executives and supervisors; 19.8% office and clerical staff; 22.9% technicians; 19.4% artists; 15.1% announcers; and 11.8% classed as "others." Executives draw 21.8% of the weekly full-time payroll; office staff, 12.7%; technicians, 21.6%; artists, 21.2% announcers, 11.6% and "others," 11.1%.

SOUTH DAKOTA



SOUTH DAKOTA

(107,000 radio homes)

Radio Homes by Counties

Armstrong	10	Fall River	1,400	Meade	1,500
Aurora	1,100	Faulk	1,000	Mellette	400
Beadle	4,100	Grant	1,400	Miner	1,100
Bennett	400	Gregory	1,500	Minnehaha	11,300
Bon Homme	1,600	Haakon	700	Moody	1,300
Brookings	2,900	Hamlin	900	Pennington	4,600
Brown	6,100	Hand	1,200	Perkins	1,300
Brule	1,100	Hanson	900	Potter	800
Buffalo	150	Harding	400	Roberts	2,300
Butte	1,400	Hughes	1,600	Sanborn	1,000
Campbell	500	Hutchinson	1,800	Shannon	300
Charles Mix	2,300	Hyde	500	Spink	2,500
Clark	1,500	Jackson	300	Stanley	400
Clay	1,500	Jerauld	900	Sully	500
Codington	3,800	Jones	400	Todd	900
Corson	700	Kingsbury	1,700	Tripp	2,200
Custer	700	Lake	2,200	Turner	2,200
Davison	3,700	Lawrence	2,700	Union	1,700
Day	1,700	Lincoln	1,800	Walworth	1,300
Deuel	1,000	Lyman	700	Washabaugh	140
Dewey	600	McCook	1,400	Washington	100
Douglas	1,000	McPherson	1,000	Yankton	2,500
Edmunds	1,000	Marshall	1,100	Ziebach	300

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Alonzo Ward Hotel. *Phone:* 4626. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Jan. 21, 1935.

President: H. C. Jewett, Jr. *Station manager, commercial manager:* A. A. Fahy. *Program director, musical director:* W. L. Dean. *Chief engineer:* Delbert Hunt. *Publicity director:* F. E. Painter.

Rep: Transamerican Broadcasting and Television Corp. and World Broadcasting System. *News:* Transradio. *Seating facilities:* None currently; will have accommodations after re-modelling program. *Merchandising:* Worked out with sponsor according to individual circumstances. *Foreign language programs:* Not accepted. *Artists bureau:* None; can, however, procure talent from Northern State Teachers College and Central High School. *Base rate:* $80.

Copy restrictions: No liquor, beer, wines or patent medicines; all other copy checked by station according to FCC and Federal Trade Commission standards.

KFDY, BROOKINGS

Operator: South Dakota State College. *Phone:* 702 K. *Power:* 1,000 watts on 780 kc (specified hours). *Opened:* April 23, 1923.

Station manager, program arranger: S. W. Jones.

This station is non-commercial.

KGDY, HURON

Operator: Voice of South Dakota. *Power:* 250 watts on 1340 kc (daytime). *Affiliation:* None.

Rep: None. *Base rate:* $35.

No further information available after repeated requests.

KGFX, PIERRE

Operator: Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. *Power:* 200 watts on 630 kc (operates specified hours daytime).

No further information available.

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co., Alex Johnson Hotel. *Phone:* 2000. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1936.

Director, station manager: Robert J. Dean. *Commercial manager:* H. L. Jarchow. *Program director:* Archie W. Hall. *Chief engineer:* Earl H. Carter. *Artists bureau head, publicity director:* V. F. Lyon. *Musical director:* Katherine Walpole.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* No specific services; place dealer displays sent on transcription tie-up. *Foreign language programs:* Not accepted. *Artists bureau:* Yes, lists about 45 artists. *Base rate:* $97.50.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising.

WCAT, RAPID CITY

Operator: South Dakota State School of Mines. *Power:* 100 watts on 1200 kc. (operates specified hours daytime).

This station is non-commercial; college-owned.

KELO, SIOUX FALLS

Operator: Sioux Falls Broadcast Assn., Inc. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

KSOO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 757. *Power:* 2,500 watts on 1110 kc, limited time (application pending for 5,000 watts). *Affiliation:* Basic NBC Red or Blue optional. *Opened:* Dec. 1, 1926. (Note: This company also has construction permit for KELO, Sioux Falls.)

President, station manager: Joseph Henkin. *Commercial manager:* George R. Hahn. *Program director:* Verl K. Thomson. *Chief engineer:* Maxwell F. Staley. *National sales manager:* Morton Henkin. *Publicity:* Morton Henkin.

Rep: Paul H. Raymer. *News:* Transradio. *Seating facilities:* Theatre, seating 450 persons; coliseum, seating 5,000. *Merchandising:* Service rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $160.

Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to federal, state and local rules and regulations.

KUSD, VERMILLION

Operator: University of South Dakota. *Power:* 500 watts on 890 kc. (shares time with KFNF).

This station is non-commercial; university-owned.

KWTN, WATERTOWN

Operator: Greater Kampeska Radio Corp., Midland National Bldg. *Phone:* 5050. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* August, 1928.

President: Dr. F. Koren. *Station and commercial manager:* M. W. Plowman. *Program director:* Jack Waters. *Chief engineer:* E. A. Blackburn. *Artists bureau head:* Sherman Booen. *Musical director:* Aileen Johnson. *Sales manager:* Morris Wisott.

Rep: Cox & Tanz. *News:* No service listed. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* $45.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. *Phone:* 484. *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* April 4, 1927.

Secretary, treasurer: Charles Gurney. *Station manager, commercial manager:* Ted Matthews. *Program director, artists bureau head:* Ray Olson. *Chief engineer:* Clifton Todd. *Musical director:* Eddie Texel. *Publicity director:* Chas. Glenn.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Studio auditorium, 275 persons. *Merchandising:* Do contact work through jobbers, distributors and wholesale men. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal only. *Base rate:* $120.

Copy restrictions: Beer accepted; no wines or hard liquors; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings.

MONTHLY STATION EMPLOYMENT

Average number of station employees, by months, broken down as follows in 1935 (U. S. Census of Business):

January	11,743	July	12,166
February	12,041	August	12,175
March	12,307	September	12,483
April	12,369	October	13,138
May	12,372	November	13,275
June	12,364	December	13,367

TENNESSEE

(328,900 radio homes)

Radio Homes by Counties

Anderson	1,800	Hamilton	28,300	Morgan	1,000
Bedford	2,100	Hancock	500	Obion	3,400
Benton	800	Hardeman	1,700	Overton	1,100
Bledsoe	500	Hardin	1,100	Perry	500
Blount	2,700	Hawkins	1,700	Pickett	300
Bradley	2,700	Haywood	2,300	Polk	1,400
Campbell	2,300	Henderson	1,600	Putnam	2,300
Cannon	800	Henry	2,800	Rhea	1,200
Carroll	2,800	Hickman	900	Roane	2,400
Carter	2,900	Houston	400	Robertson	2,800
Cheatham	600	Humphreys	900	Rutherford	3,800
Chester	900	Jackson	900	Scott	1,000
Claiborne	1,500	Jefferson	1,300	Sequatchie	300
Clay	500	Johnson	900	Sevier	1,400
Cocke	1,500	Knox	25,300	Shelby	61,400
Coffee	1,700	Lake	1,000	Smith	1,500
Crockett	1,600	Lauderdale	2,300	Stewart	900
Cumberland	900	Lawrence	2,200	Sullivan	8,000
Davidson	47,300	Lewis	400	Sumner	2,700
Decatur	800	Lincoln	2,600	Tipton	2,400
De Kalb	1,200	Loudon	1,600	Trousdale	600
Dickson	1,600	McMinn	2,900	Unicoi	1,300
Dyer	3,800	McNairy	1,600	Union	600
Fayette	1,800	Macon	1,200	Van Buren	200
Fentress	800	Madison	6,800	Warren	1,900
Franklin	2,300	Marion	1,600	Washington	5,900
Gibson	5,200	Marshall	1,600	Wayne	1,000
Giles	2,100	Maury	4,100	Weakley	3,400
Grainger	700	Meigs	300	White	1,300
Greene	2,900	Monroe	1,700	Williamson	2,100
Grundy	700	Montgomery	3,700	Wilson	2,700
Hamblen	1,800	Moore	300		

WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. *Phone:* 1241. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* June 15, 1929. (Note: WOPI rebroadcasts WLW, Cincinnati, and WSM, Nashville, programs at times.)

Vice-president, general manager: W. A. Wilson. *Commercial manager:* Jack P. Morison. *Program director:* W. A. Wilson. *Chief engineer:* R. H. Smith. *Musical director, continuity director:* Harry S. Hudson. *Home economics and women's programs:* Charlotte Sangston.

Rep: Cox and Tanz; National Independent Broadcasters. *News:* Transradio. *Seating facilities:* Large reception room; also Radiotorum, capacity 350, with 10c. and 15c. admission charge for stage performances. *Merchandising:* Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. *Foreign language programs:* No rules. *Base rate:* $36.

Copy restrictions: Accept wine and beer; no hard liquor.

WAPO, CHATTANOOGA

Operator: W. A. Patterson. *Power:* 100 watts on 1420 kc (daytime).

No other information available.

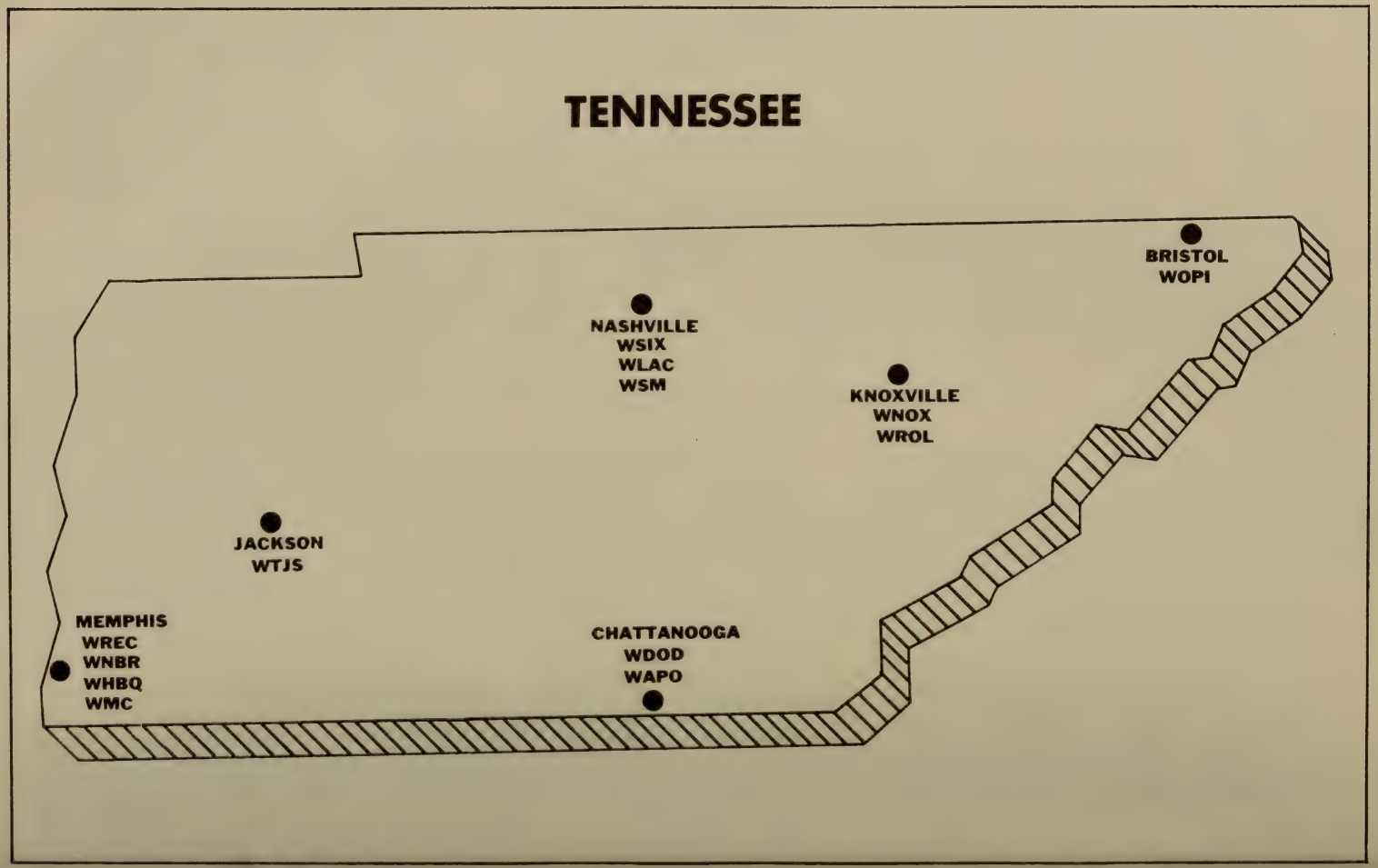
WDOD, CHATTANOOGA

Operator: WDOD Broadcasting Corp., Patten Hotel. *Phone:* 6-5117. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* April 13, 1925.

Station manager: Frank S. Lang. *Commercial manager:* Carter Parham. *Program director, artists bureau head:* Dorothy W. McCurdy. *Chief engineer:* J. R. Donovan. *Musical director:* Fred King.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* WDOD Radio Playhouse, capacity 650; admission to Saturday Night Shin-Dig is 10c. and 30c. *Merchandising:* Yes; policy varies in accordance with sponsor request; do all that is required. *Foreign language programs:* None. *Artists bureau:* Yes; has about 25 artists on hand. *Base rate:* $100.

Copy restrictions: Accept beer; also patent medicines.


TENNESSEE
BRISTOL
WOPI
NASHVILLE
WSIX
WLAC
WSM
KNOXVILLE
WNOX
WROL
JACKSON
WTJS
MEMPHIS
WREC
WNBR
WHBQ
WMC
CHATTANOOGA
WDOD
WAPO

WTJS, JACKSON

Operator: Sun Publishing Co., Market and Baltimore Sts. *Phone:* 3340. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Sept. 29, 1931. (Note: This is a newspaper station—The Jackson Sun.)

Vice-president: Albert A. Stone. *Station manager, commercial manager:* A. B. Robinson. *Program director:* James E. Allen. *Chief engineer:* B. C. Brummel. *Artists bureau head:* Albert Goebel. *Musical director:* Val Morse. *Publicity director:* David Banks.

Rep: The Branham Co. *News:* No outside service indicated; station operates its own weather bureau. *Seating facilities:* 100 persons. *Merchandising:* Complete service; publicity in affiliated paper; advance distribution surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. *Foreign language programs:* None indicated. *Artists bureau:* Entertainment bureau has available musical units and other talent. *Base rate:* $40.

Copy restrictions: Beer accepted, patent medicine copy must have station scrutiny and approval before acceptance.

WNOX, KNOXVILLE

Operator: Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. *Phone:* 3-3171. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* CBS. *Opened:* 1921; taken over by present owners Jan. 1, 1936. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel).

Manager: R. B. Westergaard. *Commercial manager:* O. L. Smith. *Program director, artists bureau head:*. Lowell Blanchard. *Chief engineer:* J. B. Epperson. *Musical director:* Jimmy Hart. *Publicity director:* Joe Towner.

Rep: E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Auditorium, seats 800; also street-front studios; admission ranges from 10c to 35c; average of 12 paid shows weekly. *Merchandising:* complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; specified amount of money must be spent with station to receive all this cooperation. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a roster of 34. *Base rate:* $120.

Copy restrictions: Accept beer; no wine or liquor; patent medicines accepted.

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 524 S. Gay St. *Phone:* 2-7112. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue. *Opened:* 1927.

President: S. E. Adcock. *Station manager:* C. H. Frazier. *Commercial manager:* Roland Weeks. *Program director, artists bureau head, musical director, publicity:* John Reese. *Chief engineer:* Joe Wofford.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No special services listed. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 10 vocalists, groups, and announcers. *Base rate:* $80.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval.

WHBQ, MEMPHIS

Operator: Broadcasting Station WHBQ, Inc., Hotel Claridge. *Phone:* 6-3838. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March, 1925.

General Manager: E. A. Alburty. *Commercial manager:* Eugene Pournelle. *Program director:* Emmet McMurray, Jr. *Chief engineer:* Weldon T. Roy. *Artists bureau head:* Harold Bennett. *Musical director:* Arthur King. *Publicity director:* M. Vun Kannon.

Rep: J. J. Devine & Associates. *News:* None. *Seating facilities:* Auditorium studio, 850 persons. *Merchandising:* Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic checkups on effectiveness of program, sales, repeat orders, etc. *Foreign language programs:* Accepted, but only for specified time periods. *Artists bureau:* Setup is nominal only. *Base rate:* $70.

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquors; proprietary accounts subject to rigid investigation.

WMC, MEMPHIS

Operator: Memphis Commercial Appeal Co., Hotel Gayoso. *Phone:* 6-6940. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Jan. 23, 1923. (Note: This station is newspaper-



HE KNOWS HIS BUSINESS!

. . . because he's trained to make pictures. Every phase of this highly specialized work must be co-ordinated by an expert, who, in turn, supervises experts.

★ WMC IS *TRAINED* TO RADIO

. . . In Memphis, WMC stands out as a radio station alert to the need for trained artisans in every phase of radio. From transmitting plant to production room, WMC's staff is completely equipped with trained radio experts.

★ FINEST EQUIPPED STATION IN MID-SOUTH

. . . WMC's new 611 foot half wave vertical antenna stands-a monument to its progressiveness. And Mid-South listeners, far and wide, reap the harvest in finer, bell-clear reception

★ SURVEYING THE SURVEYS

. . . The Crossley Survey, and even the CBS PRICE WATERHOUSE surveys . nationally accepted authorities on radio station popularity and coverage, recently established, by facts and figures, WMC first in the Mid-South by an amazingly wide margin.

5000 WATTS DAY • 1000 WATTS NIGHT

WMC

MEMPHIS, TENN.

BOTH RED AND BLUE NBC OUTLET

Owned and Operated by

THE COMMERCIAL APPEAL

"The Souths Greatest Newspaper"

REPRESENTATIVE: E. KATZ SPECIAL ADVERTISING AGENCY

owned: The Commercial Appeal, which also owns WNBR, of the same city.)

General manager: H. W. Slavick. *Commercial manager:* J. C. Eggleston. *Program director:* F. W. Roth. *Chief engineer:* Clyde E. Baker. *Production director:* Bill Ramsey. *Merchandising manager:* Bill Fielding. *Publicity director:* Robert M. Gray.

Rep: E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Reception room and mezzanine studio, 400 capacity. *Merchandising:* Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 broadsides to acquaint trade with new programs; additional broadsides at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. *Foreign language programs:* Will accept; must be repeated in English; foreign population is limited. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Beer and wine accepted; hard liquors only after 10 p.m. (either announcements or programs); all copy must conform to Federal Trade Commission requirements.

WNBR, MEMPHIS

Operator: Memphis Broadcasting Co., Hotel De Voy. *Phone:* 6-2622. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* NBC Blue. *Opened:* 1925. (Note: This station is newspaper-owned by the Memphis Commercial Appeal, as is WMC of the same city.)

General manager: Henry W. Slavick. *Station manager, program director:* Francis S. Chamberlin. *Commercial manager:* Mallory Chamberlin. *Chief engineer:* Clyde Baker. *Publicity director:* Robert M. Gray.

Rep: None. *News:* None. *Merchandising:* Full service rendered, subject to charge against the sponsor; in cases of "very good advertising contracts" no charges are made. *Foreign language programs:* No rules; very little call for such programs. *Artists bureau:* None. *Stock:* 200 shares held entirely by the Commercial Appeal. *Base rate:* $160.

Copy restrictions: "Rule of reason governs commercial copy"; beer and wine advertising accepted at any time; hard liquors only after 10 p.m.; patent medicines are accepted providing the "copy is clean."

WREC, MEMPHIS

Operator: WREC, Inc., Hotel Peabody. *Phone:* 5-1313. *Power:* 5,000 and 1,000 watts on 600 kc. *Affiliation:* CBS. *Opened:* 1922.

President and owner: Hoyt B. Wooten. *Station manager:* Hollis Wooten. *Commercial manager:* Bernard Cohn. *Program director:* Bill Trotter. *Chief engineer:* S. D. Wooten, Jr. *Publicity director:* Charlie Maughan.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* none listed. *Merchandising:* amount and kind of service depends on importance of account; generally rendered at actual cost. *Foreign language programs:* no set rules; no requests received to date. *Artists bureau:* none. *Base rate:* $200.

Copy restrictions: beer, wine, liquor and patent medicine advertising classify as acceptable.

WLAC, NASHVILLE

Operator: WLAC, Inc., 2421 West End Ave. *Phone:* 7-3425. *Power:* 5,000 watts on 1470 kc. *Affiliation:* CBS. *Opened:* November, 1926.

President: J. T. Ward. *Station manager, commercial manager, musical director:* F. C. Sowell. *Production manager:* Tim Sanders. *Chief engineer:* F. D. Binns. *Merchandising and publicity director:* Edwin Gleaves.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Spot pre-program announcements calling attention to a forthcoming series; get out letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; publicity stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of $5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of $5 per day.

Foreign language programs: No information given. *Artists bureau:* None. *Stock:* 100 shares principally held by J. T. Ward. *Base rate:* $225.

Copy restrictions: Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted.

WSIX, NASHVILLE

Operator: Jack M. and Louis R. Draughon, Hotel Andrew Jackson. *Phone:*

5-5431. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1927; moved from Springfield, Tenn., to Nashville on Sept. 10, 1936.

Station manager, program director: S. A. Cisler. *Chief engineer:* Bascom Porter.

Rep: None. *News:* None. *Seating facilities:* Hotel Andrew Jackson auditorium, 300; Medical Arts Auditorium, 800; no admission charged as yet. *Merchandising:* None. *Foreign language programs:* None running on the station currently. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: Spot announcements cannot exceed 125 words; beer advertising accepted; no other alcoholic beverages.

WSM, NASHVILLE

Operator: National Life & Accident Insurance Co., National Bldg. *Phone:* 6-7181. *Power:* 50,000 watts on 650 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Oct. 5, 1925.

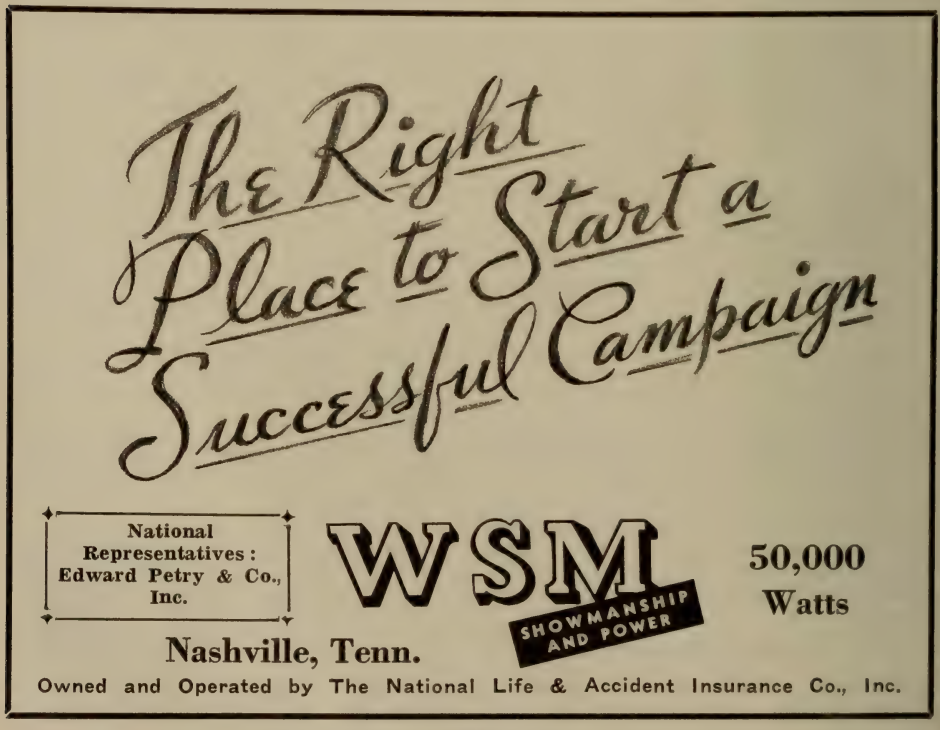
Vice-president: E. W. Craig. *Station manager:* Harry Stone. *Commercial manager:* Harben Daniel. *Chief engineer:* J. H. DeWitt, Jr. *Artists bureau head:* George D. Hay. *Musical director:* Peter Brescia. *Publicity director:* Jack Harris.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Auditorium studio seating 400; lease on outside auditorium seating 2,500 persons. *Merchandising:* Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,000 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. *Foreign language programs:* Never requested to date; foreign population small. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* $350.

Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to established standards of good taste.

ENGINEERING

For a discussion of engineering considerations fundamental to the solution of broadcast station coverage and allocation problems, as outlined by C. M. Jansky, Jr., see page 763.

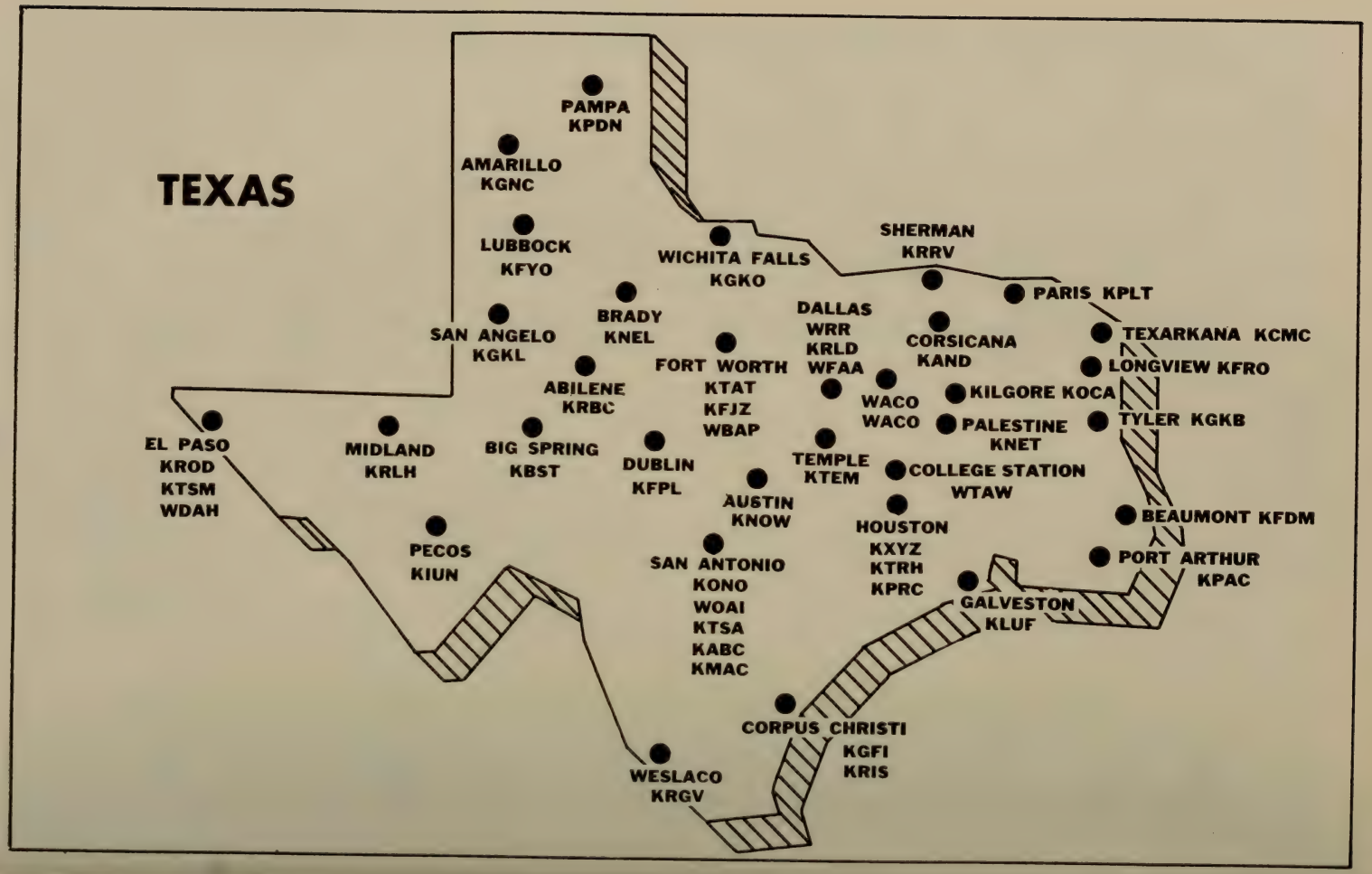


TEXAS

(862,100 radio homes)

Radio Homes by Counties

Anderson	4,300	DeWitt	3,700	Jefferson	23,600
Andrews	50	Dickens	1,200	Jim Hogg	500
Angelina	3,400	Dimmit	1,000	Jim Wells	1,300
Aransas	200	Donley	1,200	Johnson	4,100
Archer	900	Duval	900	Jones	3,500
Armstrong	400	Eastland	4,000	Karnes	2,300
Atascosa	1,400	Ector	600	Kaufman	4,300
Austin	2,500	Edwards	300	Kendall	1,000
Bailey	500	Ellis	6,000	Kenedy	60
Bandera	400	El Paso	20,300	Kent	400
Bastrop	2,200	Erath	2,600	Kerr	1,600
Baylor	1,000	Falls	3,400	Kimble	600
Bee	2,000	Fannin	4,300	King	100
Bell	6,300	Fayette	3,600	Kinney	400
Bexar	58,200	Fisher	1,400	Kleberg	1,600
Blanco	400	Floyd	1,800	Knox	900
Borden	70	Foard	800	Lamas	5,600
Bosque	1,700	Fort Bend	3,400	Lamb	1,600
Bowie	4,500	Franklin	600	Lampasas	1,400
Brazoria	2,500	Freestone	2,200	La Salle	700
Brazos	3,400	Frio	800	Lavaca	2,900
Brewster	900	Gaines	300	Lee	1,200
Briscoe	500	Galveston	15,200	Leon	1,800
Brooks	600	Garza	800	Liberty	2,100
Brown	3,900	Gillespie	1,900	Limestone	4,000
Burleson	1,600	Glasscock	100	Lipscomb	700
Burnet	1,300	Goliad	800	Live Oak	600
Caldwell	3,500	Gonzales	2,900	Llano	800
Calhoun	600	Gray	3,800	Loving	30
Callahan	1,200	Grayson	9,200	Lubbock	7,400
Cameron	9,500	Gregg	2,500	Lynn	1,100
Camp	1,000	Grimes	2,300	McCulloch	2,100
Carson	1,000	Guadalupe	3,100	McLennan	16,300
Cass	2,600	Hale	3,200	McMullen	80
Castro	400	Hall	1,900	Madison	1,400
Chambers	500	Hamilton	1,800	Marion	800
Cherokee	4,200	Hansford	400	Martin	400
Childress	2,500	Hardeman	2,000	Mason	900
Clay	1,600	Hardin	1,500	Matagorda	2,200
Cochran	140	Harris	88,300	Maverick	900
Coke	400	Harrison	3,900	Medina	1,600
Coleman	2,800	Hartley	200	Menard	600
Collin	5,100	Haskell	1,800	Midland	1,400
Collingsworth	1,700	Hays	2,000	Milam	3,300
Colorado	2,500	Hemphill	700	Mills	1,100
Comal	1,900	Henderson	3,000	Mitchell	1,700
Comanche	1,900	Hidalgo	7,700	Montague	2,200
Concho	800	Hill	4,500	Montgomery	2,800
Cooke	3,100	Hockley	900	Moore	200
Coryell	2,100	Hood	800	Morris	900
Cottle	1,200	Hopkins	3,100	Motley	600
Crane	200	Houston	2,900	Nacogdoches	3,100
Crockett	400	Howard	3,500	Navarro	6,300
Crosby	1,300	Hudspeth	400	Newton	1,000
Culberson	300	Hunt	6,900	Nolan	2,800
Dallam	1,300	Hutchinson	2,100	Nueces	8,600
Dallas	80,400	Irion	200	Ochiltree	900
Dawson	1,400	Jack	1,100	Oldham	200
Deaf Smith	900	Jackson	1,200	Orange	1,800
Delta	1,400	Jasper	1,900	Palo Pinto	2,500
Denton	4,800	Jeff Davis	200	Panola	1,700


TEXAS
PAMPA
KPDN
AMARILLO
KGNC
LUBBOCK
KFYO
WICHITA FALLS
KGKO
SHERMAN
KRRV
PARIS KPLT
SAN ANGELO
KGKL
BRADY
KNEL
DALLAS
WRR
KRLD
WFAA
CORSICANA
KAND
TEXARKANA KCMC
LONGVIEW KFRO
ABILENE
KRBC
FORT WORTH
KTAT
KFJZ
WBAP
WACO
WACO
KILGORE KOCA
PALESTINE
KNET
TYLER KGKB
EL PASO
KROD
KTSM
WDAH
MIDLAND
KRLH
BIG SPRING
KBST
DUBLIN
KFPL
TEMPLE
KTEM
COLLEGE STATION
WTAW
AUSTIN
KNOW
BEAUMONT KFDM
PECOS
KIUN
SAN ANTONIO
KONO
WOAI
KTSA
KABC
KMAC
HOUSTON
KXYZ
KTRH
KPRC
PORT ARTHUR
KPAC
GALVESTON
KLUF
CORPUS CHRISTI
KGFI
KRIS
WESLACO
KRGV

Parker	2,300	Scurry	1,400	Uvalde	1,800
Parmer	600	Shackelford	900	Val Verde	2,100
Pecos	1,000	Shelby	2,700	Van Zandt	3,000
Polk	1,600	Sherman	200	Victoria	3,400
Potter	10,700	Smith	10,200	Walker	1,900
Presidio	900	Somervell	300	Waller	1,200
Rains	500	Starr	700	Ward	500
Randall	800	Stephens	2,300	Washington	3,100
Reagan	500	Sterling	300	Webb	5,500
Real	300	Stonewall	600	Wharton	4,000
Red River	2,700	Sutton	600	Wheeler	1,800
Reeves	1,200	Swisher	1,100	Wichita	14,100
Refugio	1,500	Tarrant	40,700	Wilbarger	3,500
Roberts	200	Taylor	7,400	Willacy	800
Robertson	2,600	Terrell	400	Williamson	5,600
Rockwall	800	Terry	800	Wilson	1,900
Runnels	3,300	Throckmorton	500	Winkler	600
Rusk	5,500	Titus	1,600	Wise	2,000
Sabine	1,000	Tom Green	7,700	Wood	2,700
San Augustine	1,100	Travis	16,300	Yoakum	70
San Jacinto	600	Trinity	1,000	Young	2,600
San Patricio	2,400	Tyler	900	Zapata	100
San Saba	1,100	Upshur	2,100	Zavala	1,000
Schleicher	400	Upton	1,100		

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. *Phone:* 6255. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers.)

President: M. Bernard Hanks. *Station manager:* Max Bentley. *Commercial manager:* Howard Barret. *Program and publicity director:* Doug Doan. *Chief engineer:* W. W. Robertson. *Musical director:* A. D. Whisenant.

Rep: Wilson-Robertson. *News:* AP, UP. *Seating facilities:* Small reception room; capacity not listed. *Merchandising:* Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. *Foreign language programs:* Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. *Artists bureau:* Newly established; listings incomplete. *Base rate:* $60.

Copy restrictions: No beer, wine or liquor accepted; patent medicine copy strictly censored; commercials limited to 25 per cent of program time, announcements to 100 words; no price quoting permitted.

KGNC, AMARILLO

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. *Phone:* 4242. *Power:* 2,500 and 1,000 watts on 1410 kc. *Affiliation:* NBC Southwestern Group. *Opened:* June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

President, station and commercial manager: O. L. Taylor. *Program and publicity director:* W. S. Izzard. *Chief engineer:* J. H. Speck. *Musical director:* Eddie Baumel.

Rep: Wilson-Robertson, Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered free, except such as involves printed matter, for which advertiser is billed at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Beer and wine accepted, no hard liquor; price quoting permitted, but all copy checked for truthful representation of product.

KNOW, AUSTIN

Operator: KUT Broadcasting Company, 1312 Norwood Bldg. *Phone:* 26213. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is a subsidiary of Hearst Radio, Inc.)

Station manager: James W. Hagood. *Program director:* Nelson Olmsted. *Chief engineer:* Paul Shaw. *Publicity director:* Paul Forchheimer.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* None. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer accepted any time; wine and liquor advertising after 10:30 p.m., and must have 15-minute program with no direct encouragement to use

Listeners of the Southwest Designate Us



From "chaps" to "tails"—home-on-the-range entertainment to classical productions, WFAA is everything to everybody in this cosmopolite Southwest.

Its 50,000 watts of power, its programs of unfailing popular acceptance make it the first on the list in "America's Fastest Growing Market."

MARTIN CAMPBELL, General Manager

NBC WFAA TQN

National Representatives: EDW. PETRY & CO., INC.

RADIO SERVICE OF THE DALLAS NEWS AND DALLAS JOURNAL

beverage advertised; all copy subject to station approval or revision.

KFDM, BEAUMONT

Operator: Sabine Broadcasting Co., Inc. *Power:* 1,000 and 500 watts on **560 kc.** *Affiliation:* NBC Blue.

Rep: Wilson-Robertson. *Base rate:* $90.

No further information available after repeated requests.

KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co. *Power:* 100 watts on 1500 kc.

No further information available; at press time this station had been licensed less than a month.

KNEL, BRADY

Operator: G. L. Burns. *Phone:* 77. *Power:* 100 watts on 1500 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* Nov. 7, 1935.

Manager: G. L. Burns. *Commercial manager, publicity director:* Murray Moffatt. *Program director, artists bureau head:* J. S. Sloane. *Chief engineer:* Rupert Hayes. *Musical director:* Cecil Streigler.

Rep: None. *News:* Furnished by San Angelo Times & Standard. *Seating facilities:* Small reception room. *Merchandising:* None. *Foreign language programs:* Spanish programs currently on station; all announcements subject to strict supervision of station. *Artists bureau:* Setup maintained nominally only. *Base rate:* $50.

Copy restrictions: Beer and wines accepted; no hard liquors; no announcements may be over 100 words in length.

WTAW, COLLEGE STATION

Operator: Agricultural and Mechanical College of Texas. *Power:* 500 watts on 1120 kc. (operates specified hours).

This station is non-commercial; college-owned.

KGFI, CORPUS CHRISTI

Operator: Eagle Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

Rep: Wilson-Robertson. *Base rate:* $30 (½ hr.).

No further information available after repeated requests.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. *Power:* 500 and 250 watts on 1330 kc.

At press time this station had a construction permit only; will go NBC Blue.

KAND, CORSICANA

Operator: Navarro Broadcasting Assn. (J. C. West, president). *Power:* 100 watts on 1310 kc.

At press time this station had a construction permit only.

KRLD, DALLAS

Operator: KRLD Radio Corp., Adolphus Hotel. *Phone:* 2-6811. *Power:* 10,000 watts on 1040 kc. *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

Managing director: John W. Runyon. *Station and commercial manager:* Clyde W. Rembert. *Program director:* Ruth Clem. *Chief engineer:* Roy M. Flynn. *Musical director:* Hyman Charninsky. *Publicity director:* Douglas Hawley.

Rep: The Branham Co. *News:* INS. *Seating facilities:* Observation room seating 100 persons; studio seating 20. *Merchandising:* Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. *Foreign language programs:* Will accept, with reservations. *Artists bureau:* None. *Base rate:* $150 (½ hr.)

Copy restrictions: Accept beer and wine, but no hard liquors; reserves right to censor all copy not meeting station standards.

WFAA, DALLAS

Operator: A. H. Belo Corp., Baker Hotel. *Phone:* 2-9215. *Power:* 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* June 26, 1922. (Note: This station is newspaper-owned—Dallas News and Dallas Journal.)

Station manager: Martin B. Campbell. *Regional sales manager:* Alexander Keese. *Program director:* Ralph W. Nimmons. *Chief engineer:* Raymond Collins. *Merchandising manager:* Irvin Gross. *Musical director:* Karl Lambertz.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Ballrooms of Baker Hotel and Adolphus Hotel. *Merchandising:* Maintains close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. *Foreign language programs:* Never any request for, either by sponsors or listeners. *Artists bureau:* None. *Base rate:* $250 (half hour).

Copy restrictions: Must be "in good taste"; beer accepted; no wines or other alcoholic beverages.

MILESTONES



OF WBAP PROGRESS

- MARCH, 1922—WBAP pioneered with its first broadcast, power of 5 watts.
- MAY, 1923—WBAP power increased to 500 watts, later to 1000 watts, to 1500 watts.
- JUNE, 1928—WBAP independently broadcast the National Democratic Convention proceedings from Houston, Texas.
- OCTOBER, 1928—WBAP was assigned the frequency of 800 kilocycles and an increase in power to its present 50,000 watts.
- MAY, 1929—WBAP fed NBC a vivid word picture of the Robbins-Kelly Endurance Flight.
- MARCH, 1934—WBAP Technical Staff pioneered in the Southwest with Ultra-High Frequency Transmission.
- SEPTEMBER, 1934—WBAP originated and with others organized the Texas Quality Network.
- DECEMBER, 1936—WBAP scored with one of the longest remote-control independent broadcasts in the history of the nation: the Santa Clara-TCU Football Game direct from the Stadium at San Francisco.
- SUCCESSFUL 1937—WBAP satisfied clients-increase contracts for approximately 90% of the station's salable time.

FOR PRODUCTION, FOR COVERAGE, FOR RESULTS . . .
ADVERTISERS CHOOSE WBAP IN THE SOUTHWEST

WBAP

Owned and Operated by The Ft. Worth Star-Telegram
AMON G. CARTER, President
800 KILOCYCLES - - - - - 50,000 WATTS

FORT WORTH, TEXAS

National Representative: EDWARD PETRY COMPANY

WRR, DALLAS

Operator: City of Dallas, Southland Life Insurance Co. Bldg. *Phone:* 2-1411. *Power:* 500 watts on 1280 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1920. (Note: This is a municipally-owned station.)

Chairman municipal radio commission: A. J. Balcom. *Station manager, commercial manager:* John Thorwald. *Program director, artists bureau head:* Chas. B. Jordan. *Chief engineer:* V. R. Simpson. *Musical director:* Ted Parrino. *Publicity director:* Ben M. McCleskey.

Rep: None. *News:* Transradio. *Seating facilities:* About 250 persons. *Merchandising:* No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. *Foreign language programs:* Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. *Artists bureau:* Inactive at present time. *Base rate:* $65 (½ hr.).

Copy restrictions: Accept beer, wines, and alcoholic beverages; are "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste.

KFPL, DUBLIN

Operator: C. C. Baxter. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

Rep: None. *Base rate:* $7.50.

No further information available after repeated requests.

KROD, EL PASO

Operator: Dorrance D. Roderick. *Power:* 100 watts on 1500 kc.

At press time this station had a construction permit only.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. *Phone:* Main 46-47. *Power:* 250 and 100 watts on 1310 kc (divides time with WDAH). *Affiliation:* None. *Opened:* August, 1929.

General and station manager: Karl O. Wyler. *Program director:* Roy T. Chapman. *Chief engineer:* E. L. Gemoets. *Artists bureau head:* Conrey Bryson. *Musical director:* James E. Faust.

Rep: Craig & Hollingbery; C. P. MacGregor (Hollywood). *News:* Transradio. *Seating facilities:* None. *Merchandising:* All services offered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 15 artists. *Stock:* Principally held by Mrs. Frances R. Walz and F. L. Koons. *Base rate:* $120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste.

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc. (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Fort Worth Broadcasters, Inc., Trinity Life Bldg. *Phone:* 3-3474. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1927.

President: Ralph S. Bishop. *Commercial manager:* H. Witherspoon. *Program director, publicity:* Roger Phillips. *Chief engineer:* Truett Kimzey.

Rep: None. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Furnished on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Owned 99¼% by Ralph S. Bishop. *Base rate:* $48.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials.

KTAT, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., Hotel Texas. *Phone:* 31381. *Power:* 1,000 watts on 1240 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1922.

President: Raymond E. Buck. *Station manager, commercial manager:* Sam H. Bennett. *Program director, artists bureau head:* Roy George. *Chief engineer:* Joe B. Haigh. *Musical director:* Francis Kay. *Publicity director:* Len Finger.

Rep: Free, Johns & Field, Inc. *News:* None. *Seating facilities:* Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. *Merchandising:* Every service rendered at cost; no charge for time or work of employees. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Set-up is nominal only; books sustaining talent for outside engagements. *Stock:* Principal holder is Raymond Buck. *Base rate:* $125.

Copy restrictions: Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abides by NAB code of ethics; nothing questionable taken.

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. *Phone:* 3-2301. *Power:*

50,000 watts on 800 kc (note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation). *Affiliation:* NBC, Southwestern Group; Texas Quality Network. *Opened:* May 2, 1922. (Note: This station is newspaper-owned—The Fort Worth Star-Telegram.)

President: Amon G. Carter. *Station manager:* Harold V. Hough. *Commercial manager, program director:* George Cranston. *Chief engineer:* A. M. Woodford. *Musical director:* Eugene Baugh. *Publicity director:* Elbert Haling.

Rep: Edward Petry & Co., Inc. *News:* None. *Seating facilities:* Audience hall, capacity 200; also Blackstone Hotel ballroom. *Merchandising:* Maintains a service. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* $250.

Copy restrictions: Governed by code of NAB; no alcoholic beverages accepted.

KLUF, GALVESTON

Operator: George Roy Clough, 1225 23d St. *Phone:* 760. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* No date given.

Owner: George Roy Clough. *Station manager:* Lawrence Yates. *Program director:* Charles L. Whittier. *Chief engineer:* John Taylor.

Rep: None nationally; R. Terry in Tyler, Texas. *News:* Transradio. *Seating facilities:* About 80 persons. *Merchandising:* Assist sponsors in securing dealerships in territory, and provide general publicity; service is free unless it involves special expenses; in the latter instance the advertiser is billed at cost. *Foreign language programs:* Accepted when ratio of speech to music is such that station is protected against loss of regular listeners. *Artists bureau:* None. *Base rate:* $55.

Copy restrictions: Only restrictions cited are as to good taste, and FCC regulations.

KPRC, HOUSTON

Operator: Houston Printing Corporation, Lamar Hotel. *Phone:* Fairfax 7101. *Power:* 5,000 watts on 920 kc. *Affiliation:* NBC Supplementary Station, Red or Blue; Texas Quality Network. *Opened:* May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

Station manager: Kern Tips. *Program director:* Alfred Daniel. *Chief engineer:* Harvey Wheeler. *Musical director:* Bert Sloan. *Publicity director:* Edith Riley.

Rep: Edward Petry & Co., Inc. *News:* Several services, not listed. *Seating facilities:* 250 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $150 (½ hr.).

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to station approval.

KTRH, HOUSTON

Operator: KTRH Broadcasting Co., Rice Hotel. *Phone:* Preston 4361. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

Supervisor, station manager: B. F. Orr. *Commercial manager:* Ray E. Bright. *Program and publicity director:* Harry Grier. *Chief engineer:* T. L. Hiner. *Musical director:* Edward Fritsch.

Rep: John Blair & Co. *News:* Chronicle bulletins; Press-Radio. *Seating facilities:* KTRH Radio Theatre, seating 2,000 persons. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted, providing they "conform with a high standard." *Artists bureau:* None. *Base rate:* $250.

Copy restrictions: Beer and wine accepted; no liquor advertising; maintains same standards as CBS relative to amount of copy and patent medicines (see CBS program policies).

KXYZ, HOUSTON

Operator: Harris County Broadcast Co. *Power:* 1,000 watts on 1440 kc. *Affiliation:* NBC Blue. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

Rep: Wilson-Robertson. *Base rate:* $42.25 (½ hr.).

No other information available after repeated requests.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Main & Rusk Streets. *Phone:* 616. *Power:* 100 watts on 1,210 kc. *Affiliation:* East Texas Broadcasting System. *Opened:* December 23, 1936. (Note: this station is affiliated with the Kilgore Daily News.)

General manager: Roy G. Terry. *Station and commercial manager, publicity director:* H. A. Degner. *Program and musical director, artists bureau head:* C. L. Rhodes. *Chief engineer:* H. C. Slife.

Rep: none. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* $55.

Copy restrictions: beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency."

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Bldg. *Phone:* 411. *Power:* 250 watts on 1370 kc (operates to approximately sundown). *Affiliation:* None. *Opened:* January, 1935.

President: James R. Curtis. *Station manager:* T. R. Putnam. *Chief engineer:* R. E. Bumpass.

Rep: H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News:* AP. *Seating facilities:* About 50 persons. *Merchandising:* Partial service; issue price markers; other helps. *Foreign language programs:* None; market is 99% English speaking. *Artists bureau:* Yes; has several orchestras and other musical talent. *Stock:* 10,000 shares outstanding privately held by James R. Curtis and Rogers Lacy. *Base rate:* $45 (half hour).

Copy restrictions: Beer and wines okay; no hard liquors; no lotteries, gift enterprises, or gambles allowed; no mentions of competitors directly or indirectly by company name, individual name or brand name; reserves right to cut off any program failing to conform to rules of management, FCC or Federal Trade Commission; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences."

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. *Phone:* 1700. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1927. (Note: station is newspaper-owned; Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal; also station KGNC, Amarillo.)

President: O. L. Taylor. *Station manager:* De Witt Landis. *Commercial manager:* De Witt Landis. *Sales and promotion:* Q. F. Parker. *Program director:* Ollie Cook. *Chief engineer:* Scott Bledsoe. *Artists bureau head:* Wesley Youngblood. *Musical director:* Winton Kyle. *Publicity director:* Bruce Collier.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* None. *Merchandising:* Furnish personal contacts, mail, newspaper publicity displays. *Foreign language programs:* No restrictions on announcements or programs. *Artists bureau:* Has supply of local talent which is put directly under contract to advertiser on commercial programs. *Base rate:* $60.

Copy restrictions: Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry).

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. *Phone:* 1070. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* West Texas Broadcasting System. *Opened:* December 20, 1935.

Owner: Clarence Scharbauer. *Station manager:* Raymond L. Hughes. *Commercial manager:* Thomas K. Betzel. *Program director:* Bob Steffins. *Chief engineer:* Robert Harmon. *Musical director:* Pete Gates. *Publicity director:* Earl Y. Yates.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards and FCC rules and regulations.

KNET, PALESTINE

Operators: John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* None.

Rep: None. *Base rate:* $55.

No further information available after repeated requests.

KPDN, PAMPA

Operator: R. C. Hoiles, 212½ N. Ballard St. *Phone:* 1100. *Power:* 100 watts on 1310 kc. (to local sunset). *Affiliation:* None. *Opened:* April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

General and station manager: James E. Lyons. *Program and publicity director:* Monte Rosenwald. *Chief engineer:* Herman Kreiger. *Artists bureau head:* Helen M. Brown. *Musical director:* Ray Monday.

Rep: None. *News:* Transradio. *Seating facilities:* Studio and reception lounge seating 100 persons. *Merchandising:* Posters; displays; publicity and listings in Pampa Daily News. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 45 artists. *Base rate:* $70.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards.

KPLT, PARIS

Operator: North Texas Broadcasting Co. *Power:* 250 watts on 1500 kc. (daytime). *Base rate:* $45.

KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. *Phone:* 21. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Sept. 22, 1935. (Note: this station is newspaper-owned by the Pecos Enterprise.)

General, station and commercial manager: Jack Hawkins. *Program director:* Ben Parker. *Chief engineer:* Mona Parker. *Artists bureau head:* Bob Kendrick. *Musical director:* Dick Jay. *Publicity director:* Barney Hubbs.

Rep: Cox & Tanz. *News:* Local. *Seating facilities:* About 25. *Merchandising:* Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. *Foreign language programs:* Accept Spanish programs only. *Artists bureau:* Set-up nominal only. *Base rate:* $50.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations.

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street. *Phone:* 3320. *Power:* 500 watts on 1260 kc (daytime). *Affiliation:* None. *Opened:* August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

Director, station and commercial manager: Glenn Hewitt. *Program director:* Gabbert Stevens. *Chief engineer:* W. B. Girkin. *Artists bureau head:* Marjorie Vickers.

Rep: None. *News:* Transradio. *Seating facilities:* Studio in Hotel Sabine, seating 700 persons. *Merchandising:* Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. *Foreign language programs:* Accepted if English script is supplied. *Artists bureau:* Setup nominal only. *Base rate:* $47.50.

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval.

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* 1928. (Note: this station is newspaper-affiliated with the San Angelo Standard and San Angelo Times).

Commercial manager: Earle Yates.

Rep: None. *Base rate:* $50.

Copy restrictions: No alcoholic beverage advertising accepted.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Texas Theatre Bldg. *Phone:* Garfield 4241. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* September, 1926.

President, station manager: Henry Lee Taylor. *Commercial manager:* Pat Baxter. *Program director, artists bureau head:* Charles Belfi. *Chief engineer:* Kenneth R. Hyman. *Musical director:* Walton Blanton. *Publicity director:* Pat Baxter.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 25 persons; theatre available for special shows, capacity 900, with 25c. admission. *Merchandising:* Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks, surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. *Foreign language programs:* Accepted; currently carrying Spanish programs; commercials must be limited and an English translation supplied in advance. *Artists bureau:* Set-up maintained nominally only. *Stock:* Principal owners are Henry Lee Taylor, president; Thurman Barrett, R. E. Willson. *Base rate:* $20 (half hour).

Copy restrictions: Beer and wines accepted (latter subject to station approval); no whiskey or hard liquors; 10% coverage in wordage allowed; copy must be in "good taste."

KMAC, SAN ANTONIO

Operator: W. W. McAllister. *Power:* 250 and 100 watts on 1370 kc (shares time with KONO). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* $60.

No other information available after repeated requests.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., Milam Bldg. *Phone:* F. 1371. *Power:* 100 watts on 1370 kc (divides time with KMAC). *Affiliation:* None. *Opened:* Jan. 28, 1927.

President, general manager: Eugene J. Roth. *Commercial manager:* James M. Brown. *Program director, artists bureau head, publicity:* Gerald Morgan. *Chief engineer:* George Ing. *Musical director:* Ted Brown.

Rep: Cox and Tanz. *News:* None. *Seating facilities:* Studio, 150; can seat as high as 300 with reception room and studio combined. *Merchandising:* None, other than publicity tie-ups. *Foreign language programs:* Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International

Goodwill Program." *Artists bureau:* Yes; lists a complete roster. *Base rate* $25 (half hour).

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; product and copy must conform to "public welfare" and not be in violation of any laws.

KTSA, SAN ANTONIO

Operator: KTSA Broadcasting Company, Plaza Hotel. *Phone:* Garfield 1251. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* 1928. (Note: This station is affiliated with the San Antonio Light. It also owns WACO, Waco.)

Station manager: Harold Burke. *Program director:* Paul Girard. *Chief engineer:* W. G. Egerton.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* $140.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. *Phone:* Garfield 4221. *Power:* 50,000 watts on 1190 kc. *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* 1922.

General manager, commercial manager: Hugh A. L. Halff. *Program director:* Lew Valentine. *Chief engineer:* Fred Sterling. *Publicity director:* Lloyd H. Rosenblum.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* About 500 persons. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted, subject to availability of an English translation and acceptance of copy. *Artists bureau:* None. *Base rate:* $275.

Copy restrictions: Beer and wines accepted; no hard liquors; strict censorship on patent medicines, with very few accepted; abide by NAB Code of Ethics, and FCC regulations.

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Co. *Power:* 250 watts on 1310 kc (daytime).

No other information available.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel Tower. *Phone:* 4646. *Power:* 250 watts on 1370 kc (operates to local sunset). *Affiliation:* None. *Opened:* Dec. 1, 1936. (Note: Owner is a commercial stock company.)

General manager, publicity: R. MacKenzie. *Commercial manager:* Burt Bishop. *Program director, musical director:* W. W. Roark. *Chief engineer:* G. Gooch. *Artists bureau head:* Kirby Nix.

Rep: H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* Studio-auditorium, 500 persons. *Merchandising:* Yes. *Foreign language programs:* Mexican, Bohemian, Slavic languages acceptable. *Artists bureau:* Run for booking purposes only. *Stock:* Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. *Base rate:* $46.88.

Copy restrictions: Dry county; but will take beer and wines; no hard liquors; patent medicines accepted.

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. *Phone:* 958. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

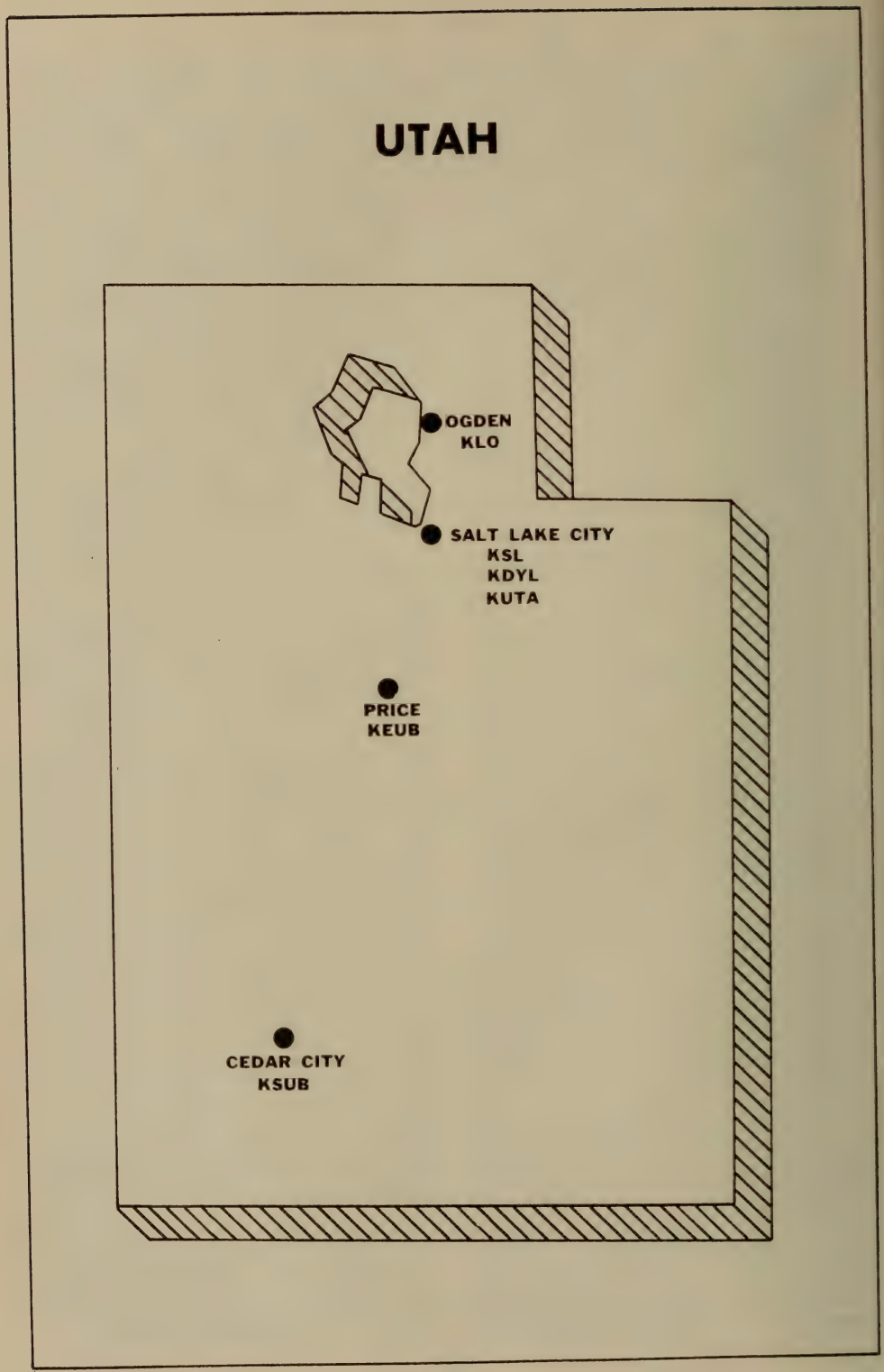
General, station and commercial manager, publicity director: Foster W. Fort. *Program director, artists bureau head:* Tom Dillahunty. *Chief engineer:* Carl M. Wilson. *Musical director:* William H. Robinson.

Rep: H. K. Conover Company. *News:* UP. *Seating facilities:* Studio, seating 25 persons; City Auditorium seating 1,500. *Merchandising:* Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* $50.

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of a family, regardless of race, creed or age.

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. *Phone:* 1106. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* April, 1931,


UTAH
OGDEN
KLO
SALT LAKE CITY
KSL
KDYL
KUTA
PRICE
KEUB
CEDAR CITY
KSUB

Operator: James G. Ulmer. *Station manager:* Roy G. Terry. *Commercial manager, program director, publicity director:* M. E. Danbom. *Chief engineer:* John B. Sheppard.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, capacity of about 100. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted.

WACO, WACO

Operator: KTSA Broadcasting Company, Waco. *Phone:* 2700. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is owned and operated by KTSA Broadcasting Co., a subsidiary of Hearst Radio.)

Station manager: J. W. Pate. *Program director:* Pat Adelman. *Chief engineer:* L. H. Appleman.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 75 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer accepted any time; liquor advertising only after 10 p.m., and must be 15-minute program; patent medicine subject to station approval.

KRGV, WESLACO

Operator: KRGV, Inc. *Power:* 500 watts on 1260 kc (has construction permit for 1,000 watts). *Affiliation:* NBC Blue.

Rep: Wilson-Robertson. *Base rate:* $67.50.

No other information available at the present time.

KGKO, WICHITA FALLS

Operator: Wichita Falls Broadcasting Co. *Power:* 1,000 and 250 watts on 570 kc. *Affiliation:* CBS. *Opened:* 1928.

General manager: D. A. Kahn.

Base rate: $65 (½ hr.).

Copy restrictions: 3.2 beer accepted; no other alcoholic beverages. (Note: No further data was supplied by the station; a construction permit has been granted for removal of facilities to Fort Worth, at which time changes of various kinds will be made in the general setup).

UTAH

(85,000 radio homes)

Radio Homes by Counties

Beaver	600	Iron	1,200	Sevier	1,500
Box Elder	2,400	Juab	1,100	Summit	1,100
Cache	4,300	Kane	180	Tooele	1,000
Carbon	2,800	Millard	1,000	Uintah	900
Daggett	30	Morgan	300	Utah	7,000
Davis	1,800	Piute	150	Wasatch	600
Duchesne	800	Rich	140	Washington	1,000
Emery	500	Salt Lake	41,600	Wayne	120
Garfield	400	San Juan	300	Weber	10,100
Grand	280	Sanpete	1,800		

KSUB, CEDAR CITY

Operators: Harold Johnson and Leland M. Perry, doing business as Johnson and Perry. *Power:* 100 watts on 1310 kc.

At press time this station had a construction permit only.

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Lomond. *Phone:* 84. *Power:* 500 watts on 1400 kc. *Affiliation:* NBC Blue Mountain Group. *Opened:* December, 1926. (Note: this station is affiliated with, but not owned by, the Ogden Standard-Examiner).

General manager: Paul R. Heitmeyer. *Commercial manager:* Merrill J. Bunnell. *Program director:* Ethel G. Clark. *Chief engineer:* W. D'Orr Cozzens. *Musical director:* Ed Barry.

Rep: Bryant, Griffith & Brunson, Inc.; Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* Two auditoriums, one seating 650, the other 400 persons. *Merchandising:* Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. *Foreign language programs:* Never had any; would not be useful in this region. *Artists bureau:* None. *Stock:* Principally held by A. L.

Glasmann and Paul R. Heitmeyer. *Base rate:* $125.

Copy restrictions: Beer and wines accepted; no hard liquors; all other advertising matter subject to existing federal, state and municipal regulations.

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price, Utah. *Phone:* 200. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Oct. 30, 1936.

Manager, publicity: Sam G. Weiss. *Commercial manager, program director:* John Richards. *Chief engineer:* Frank C. Carman.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* About 25 persons. *Merchandising:* None. *Foreign language programs:* No restrictions against this type of program. *Artists bureau:* None. *Base rate:* $16.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations.

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Ezra Thompson Bldg. *Phone:* Wasatch 7180. *Power:* 1,000 watts on 1290 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* 1922.

President, general manager: S. S. Fox. *Commercial manager:* W. E. Wagstaff. *Program director, artists bureau head:* R. T. Harris. *Chief engineer:* J. M. Baldwin. *Publicity director:* D. N. Simmons.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Studio A, 50 persons; KDYL Open Air Theatre in summer (Liberty Park) has capacity for 2,000; no admission charged. *Merchandising:* Display in KDYL's lobby show cases and windows; tie-ins with KDYL billboards; letters to dealers in certain cases. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists half a dozen orchestras, singers, and actors. *Base rate:* $200.

Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. *Phone:* Was. 3900. *Power:* 50,000 watts on 1130 kc. *Affiliation:* CBS. *Opened:* April 20, 1921. (Note:

KSL

SALT LAKE CITY, UTAH

50,000 WATTS

CARRYING THE GREATEST LOAD OF THE FINEST ACCOUNTS IN RADIO HISTORY. BELIEVE ME, SIR, THERE'S A MIGHTY GOOD REASON!

• EDWARD PETRY & COMPANY •

NATIONAL REPRESENTATIVES

KSL is affiliated with, but not owned by, the Salt Lake Tribune.)

President: Sylvester Q. Cannon. *Station manager:* Earl J. Glade. *Commercial manager:* D. H. Vincent. *Program director:* Lennox Murdoch. *Chief engineer:* Eugene G. Pack. *Artists bureau head:* Irma Felt Bitner. *Musical director:* Albert J. Southwick. *Publicity director:* Thomas H. Axelsen.

Rep: Edward Petry and Co., Inc. *News:* INS, Universal, UP. *Seating facilities:* KSL Concert Hall, capacity 800. *Merchandising:* Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements preplugging the programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. *Foreign language programs:* No call for these in view of the population's high (99%) English-speaking content. *Artists bureau:* Yes; complete roster of talent, including 50 or more artists, producers, musicians, etc. *Stock:* Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens. *Base rate:* $225.

Copy restrictions: Commercial copy limited to 300 words per quarter-hour; beer accepted; no other alcoholic beverages; patent medicines not accepted unless approved by the American Medical Association.

KUTA, SALT LAKE CITY

Operators: Jack Powers, Frank C. Carman, David G. Smith and Grant Wrathall, doing business as Utah Broadcasting Co. *Power:* 100 watts on 1500 kc.

At press time this station had a construction permit only.

VERMONT

(72,400 radio homes)

Radio Homes by Counties

Addison	3,400	Franklin	5,700	Rutland	10,200
Bennington	4,500	Grand Isle	600	Washington	9,000
Caledonia	5,100	Lamoille	2,000	Windham	6,200
Chittenden	10,600	Orange	2,700	Windsor	7,600
Essex	900	Orleans	3,900		

WCAX, BURLINGTON

Operator: The Burlington Daily News, 203 College St. *Phone:* 306; 373. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

Owner: Burlington Daily News, Inc. *President:* Col. H. Nelson Jackson. *Commercial manager:* William J. Kennedy. *Program and publicity director:* Jack Tierney. *Chief engineer:* Robert F. Bigwood.

Rep: None. *News:* AP; Transradio. *Seating facilities:* Memorial Auditorium, seating 2,500 persons; City Hall Auditorium; University of Vermont Gymnasium; Hotel Vermont Dining Room; Sherwood Hotel Grill; Municipal Band Hall. *Merchandising:* Supply publicity, gratis, in Burlington Daily News via listings in WCAX News Flasher; individual write-ups also given various programs from time to time; news releases to other local papers when programs are of "sufficient merit and interest." *Foreign language programs:* Will accept, but none current; large French population in territory. *Artists bureau:* None, as such, but maintains WCAX Entertainment Service which books dates for sustaining programs within a radius of 50 miles. *Base rate:* $50.

Copy restrictions: Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations.

WSYB, RUTLAND

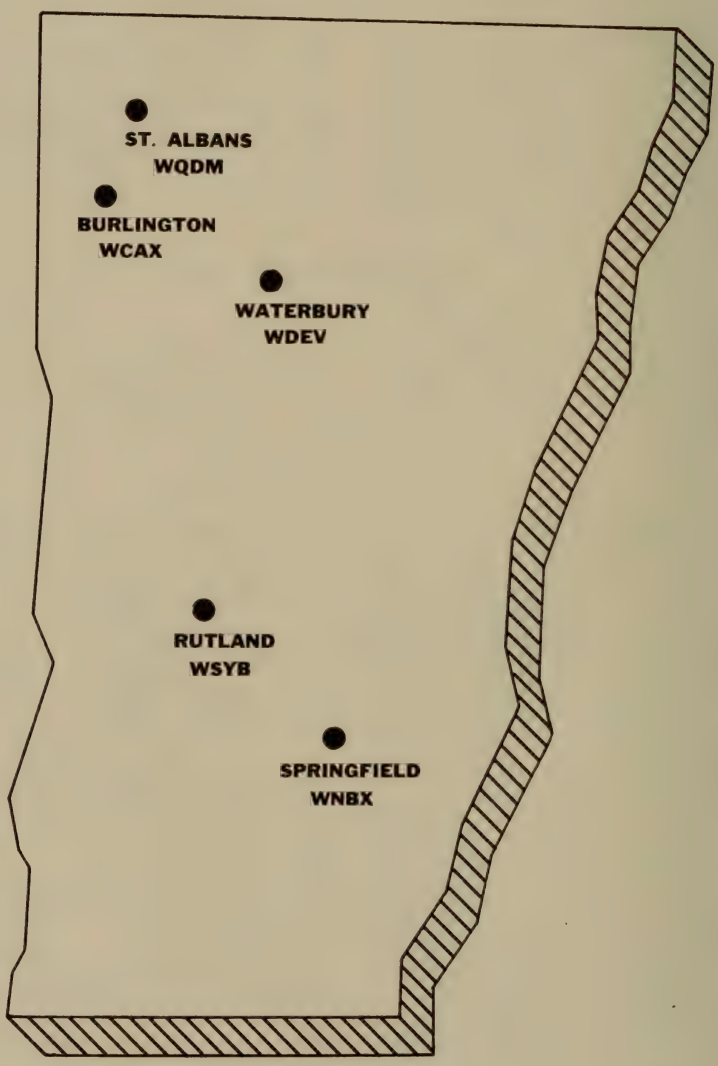
Operator: Philip Weiss Music Co., 80 West Street. *Phone:* 1247. *Power:* 100 watts on 1500 kc. (operates specified hours). *Affiliation:* None. *Opened:* December 7, 1930.

President, publicity director: P. Weiss. *Station manager:* J. H. Weiss. *Chief engineer:* M. R. Francis.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $25 (one hour, 13 times).

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products.

VERMONT


ST. ALBANS
WQDM
BURLINGTON
WCAX
WATERBURY
WDEV
RUTLAND
WSYB
SPRINGFIELD
WNBX

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 8 Kingman St. *Phone:* 126. *Power:* 1,000 watts on 1390 kc (specified hours daytime). *Affiliation:* None. *Opened:* 1928 (as a 5-watt station; 100 watts in 1929; 1,000 watts in 1937).

Manager, commercial manager: F. Arthur Bostwick. *Program director, musical director:* Florence Bostwick. *Chief engineer:* E. J. Regan. *Artists bureau head:* Harriet Hall. *Publicity director:* Evelyn Stevenson.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* Two studios, about 30 persons apiece. *Merchandising service:* No information available. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about a dozen announcers, writers, etc. *Base rate:* $60.

Copy restrictions: Accept all advertising except hard liquor and that forbidden by the FCC.

WNBX, SPRINGFIELD

Operator: WNBX Broadcasting Corp., Woolson Block. *Phone:* 663. *Power:* 1,000 watts on 1260 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* Oct. 29, 1933.

Business manager, artists bureau head: Peter A. Krug. *Chief engineer:* Wm. F. Moore. *Musical director:* Grace Cross. *Publicity:* No director; advertising counselors are Leighton & Nelson.

Rep: Cox and Tanz. *News:* UP. *Seating facilities:* About 30 persons. *Merchandising:* Make regular coverage of the market. *Foreign language programs:* Accepted; are scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. *Artists bureau:* Set-up nominal only. *Base rate:* $100.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont.

WDEV, WATERBURY

Operator: Mary C. Whitehill Estate, Waterbury. *Phone:* Waterbury 13-240; Montpelier 200. *Power:* 500 watts on 550 kc. (daytime). *Affiliation:* none. *Opened:* July, 1931. (Note: this station is newspaper-owned by the Waterbury Record.)

General and station manager: Lloyd E. Squier. *Commercial manager, publicity director:* William G. Ricker. *Program*

Artists' Representatives

•

WILSON, POWELL & HAYWARD, Inc,

•

444 Madison Avenue
New York

•
•
•
•
•
•

Radio Direction and Production

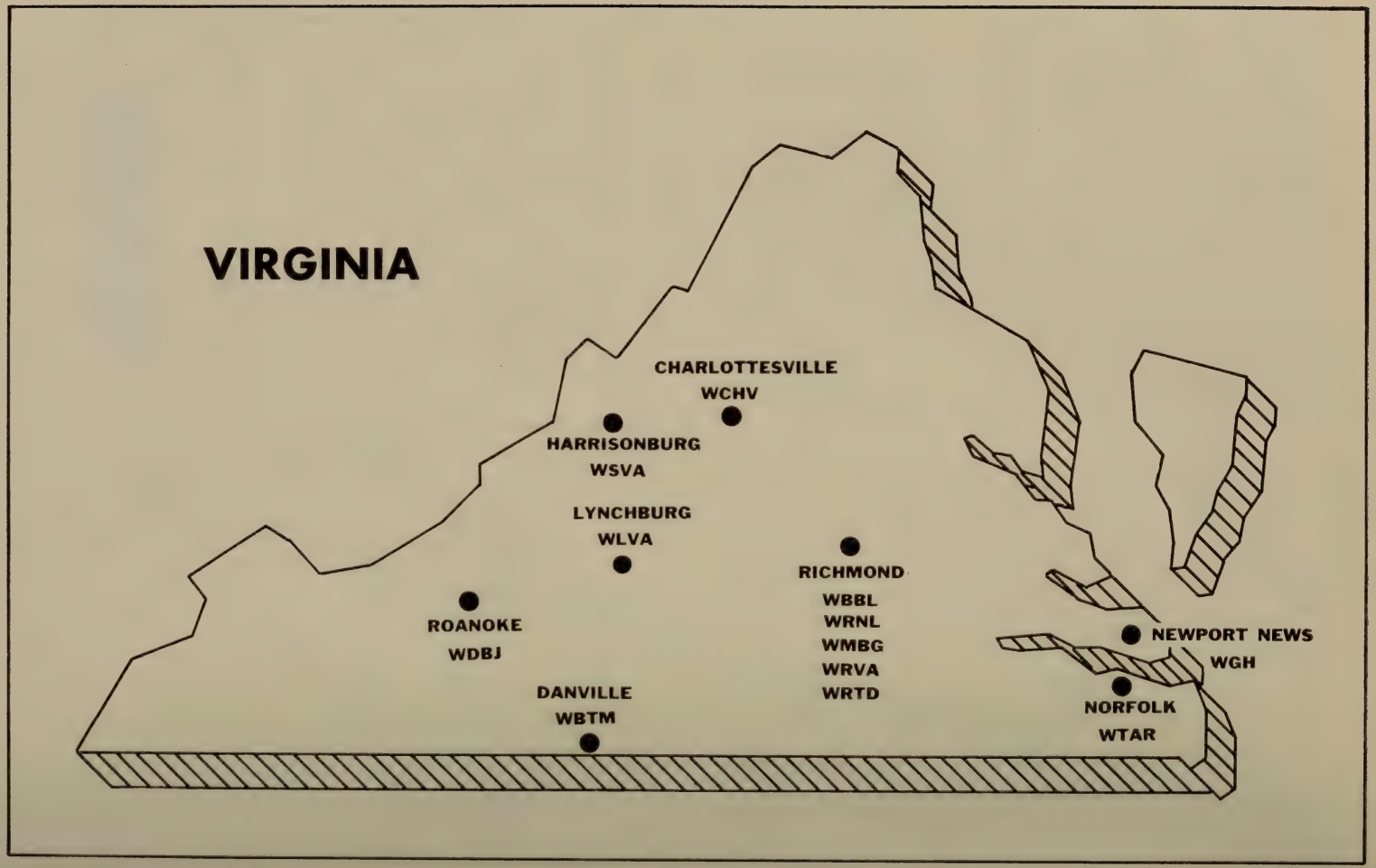
• THE DOMINANT MEDIUM IN THE TWIN STATES

Strategically located to cover over 70% of the population of Vermont and New Hampshire. The only full-time 1,000-watt station in the Twin States. United Press News On the Hour. Mutual, Yankee and Colonial Network Affiliation.

Send for "Bed Rock Logic" . . . 12 Straight-from-the-Shoulder Reasons Why One Medium Dominates the Twin States.

VT. N.H. WNBX

SPRINGFIELD, VT.


VIRGINIA
CHARLOTTESVILLE
WCHV
HARRISONBURG
WSVA
LYNCHBURG
WLVA
RICHMOND
WBBL
WRNL
WMBG
WRVA
WRTD
ROANOKE
WDBJ
DANVILLE
WBTM
NEWPORT NEWS
WGH
NORFOLK
WTAR

director: Ted Nelson. *Chief engineer:* Melvin H. Stickles. *Musical director:* Ray Siebert.

Rep: None. *News:* Transradio. *Seating facilities:* Montpelier studio, seating 30 persons. *Merchandising:* Make recommendations only; actual plans must be carried out by the sponsor. *Foreign language programs:* Will accept, but do not encourage or solicit same. *Artists bureau:* Yes. *Base rate:* $45.

Copy restrictions: beer, wine and liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations.

VIRGINIA

(336,900 radio homes)

Radio Homes by Counties

Accomac	3,600	Frederick	4,300	Orange	1,900
Albemarle	7,900	Giles	1,300	Page	1,600
Alleghany	3,900	Gloucester	1,000	Patrick	1,200
Amelia	400	Goochland	500	Pittsylvania	9,100
Amherst	1,300	Grayson	2,200	Powhatan	400
Appomattox	600	Greene	400	Prince Edward	1,600
Arlington	12,200	Greensville	1,400	Prince George	2,600
Augusta	7,700	Halifax	3,200	Prince William	1,700
Bath	900	Hanover	1,600	Princess Anne	1,700
Bedford	2,500	Henrico	47,100	Pulaski	2,700
Bland	300	Henry	3,200	Rappahannock	500
Botetourt	2,800	Highland	500	Richmond	700
Brunswick	1,600	Isle of Wight	1,200	Roanoke	22,300
Buchanan	900	James City	1,200	Rockbridge	3,300
Buckingham	800	King and Queen	500	Rockingham	6,500
Campbell	12,400	King George	300	Russell	1,800
Caroline	1,200	King William	900	Scott	1,400
Carroll	2,000	Lancaster	1,100	Shenandoah	2,800
Charles City	300	Lee	2,100	Smyth	2,500
Charlotte	900	Loudoun	2,700	Southampton	2,300
Chesterfield	1,900	Louisa	1,100	Spotsylvania	3,000
Clarke	900	Lunenburg	1,100	Stafford	500
Craig	300	Madison	700	Surrey	500
Culpeper	1,800	Mathews	700	Sussex	1,000
Cumberland	400	Mecklenburg	2,600	Tazewell	3,100
Dickenson	1,100	Middlesex	600	Warren	1,300
Dinwiddie	8,200	Montgomery	3,300	Warwick	9,000
Elizabeth City	4,300	Nansemond	4,100	Washington	5,200
Essex	600	Nelson	1,200	Westmoreland	800
Fairfax	2,900	New Kent	400	Wise	4,900
Fauquier	2,900	Norfolk	44,800	Wythe	2,500
Floyd	1,400	Northampton	2,200	York	600
Fluvanna	600	Northumberland	900		
Franklin	2,300	Nottoway	1,700		

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 7th & Main Sts. *Phone:* 444; 1111. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: Hugh M. Curtler. *Program director:* O. F. R. Bruce, Jr. *Commercial manager, publicity director:* C. D. Taylor. *Assistant program director:* Ed Hase. *Chief engineer:* W. W. Gray. *Musical director:* F. L. Betts.

Rep: Horace Hagedorn (New York); H K. Conover (Chicago). *News:* Transradio. *Seating facilities:* Studio, 30 persons. *Merchandising:* Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods, obtain orders, and obtain display space; distribute pamphlets and samples from house-to-house. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up is nominal only. *Base rate:* $60.

Copy restrictions: Beer, wine, whiskeys accepted; do not encourage patent medicine accounts.

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., 427 Main Street. *Phone:* 2350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* May 24, 1930.

President: L. N. Dibrell. *Station manager:* S. C. Ondarcho. *Program director, artists bureau head:* W. P. Heffernan. *Chief engineer:* D. H. Donahue.

Rep: Horace Hagedorn. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Co-operate with advertiser in any way; complete service now being developed. *Foreign language programs:* Will accept, but advise advertisers against such programs as foreign population very small. *Artists bureau:* Set-up nominal only. *Stock:* Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. (Par value of stock, $100 per share.) *Base rate:* $60.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicine copy subject to local censorship; no fixed rules for copy, other than that it conform to accepted standards of good taste.

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main and Market Sts. (Staunton, Va., business office: Professional Bldg.). *Phone:* 875; in Staunton, 647. *Power:* 500 watts on 550 kc. (daytime) *Affiliation:* None. *Opened:* June 9, 1935.

President, commercial manager, program director: Floyd Williams. *Chief engineer:* U. L. Lynch.

Rep: None. *News:* Transradio. *Seating facilities:* Auditorium, County Court House, 275 with 10c. and 20c. admission; State Theatre, 650 with 10c. and 20c. admission. *Merchandising:* No merchandising service; will render certain types of cooperation, however. *Foreign language programs:* Not accepted; foreign population very small. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval.

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. *Phone:* 3030. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* April 21, 1930.

President: Edward A. Allen. *Station manager:* Philip P. Allen. *Commercial manager:* Glenn E. Jackson. *Program director:* James H. Moore. *Chief engineer:* Albert E. Heiser. *Musical director:* Dorian St. George. *Publicity and production director:* James L. Howe.

Rep: Horace Hagedorn. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Maintains a merchandising and production department. *Foreign Language programs:* None. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy.

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., Metropolitan Building. *Phones:* Newport News 2297, Norfolk 33419 and 33410, Portsmouth 991. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Virginia Broadcasting System; optional programs from CBS. *Opened:* Dec. 1928.

President, station manager: Edward E. Bishop. *Commercial manager:* Edward E. Edgar. *Program director:* J. Marshall Braxton. *Chief engineer:* Horace E. Slone. *Artists bureau head:* Joel Wahlberg. *Musical director:* Wilby Goff. *Publicity director:* Gene Stratton.

Rep: Horace Hagedorn (New York); John M. Muir (Philadelphia). *News:* Transradio; Christian Science Monitor.

THE
"WGH"
NETWORK

. . . maintains studios, offices, and local personnel in **three large, prosperous Virginia cities.**

. . . provides an intimate, effective and popular radio service to three separate communities . . . yet maintains enthusiastic general interest.

. . . offers live local program originating from three studios in Newport News, Norfolk, and Portsmouth.

. . . offers national and regional advertisers this personalized service. . .

AT ONE LOW COST

WGH EDWARD E. BISHOP
General Manager
NEWPORT NEWS, VA.

National Representative:—
HORACE HAGEDRON
New York City

Seating facilities: Newport News, 250; Norfolk, 50; Portsmouth, 50; Portsmouth, remote pick-up, 500. *Merchandising:* Contact dealers; will utilize newspapers and give programs publicity in advance. *Foreign language acceptance:* Would be acceptable if public interest in them were apparent, and if text conformed to station policies. *Artists bureau:* Yes; has about 20 performers under contract. *Base rate:* $60.

Copy restrictions: All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted.

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. *Phone:* 2—5671. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc. —Ledger-Dispatch and Virginia-Pilot.)

General manager: Campbell Arnoux. *Sales manager:* John W. New. *Program director:* Shirley Hosier. *Chief engineer:* J. L. Grether. *Sales promotion director:* Ralph S. Hatcher.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Studio, 75-100 persons. *Merchandising:* Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. *Foreign language programs:* Will accept so long as the complete contents are made clear and are acceptable to the standards of the station. *Artists bureau:* None. *Base rate:* $150.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements.

WRNL, RICHMOND

Operator: WLBG, Inc., Medical Arts Bldg., Petersburg, Va. *Phone:* 805. *Power:* 500 watts on 880 kc (operates to sunset). *Affiliation:* Virginia Broadcasting System. *Opened:* 1927. (Note: This station previously was listed as WPHR, Petersburg; it is affiliated with the Richmond News Leader.)

Managing director, publicity director: Earl Sowers. *Commercial manager:* Charles Alden Baker. *Program director, artists bureau head:* Bill Stell. *Chief engineer:* Walter Royal Selden. *Musical director:* Marynelle Gutridge.

Rep: Horace Hagedorn. *News:* UP. *Seating facilities:* Studio, 200 persons. *Merchandising:* Yes; service available for rates on application. *Foreign language programs:* Accepted on same rates as other business. *Artists bureau:* Maintains a complete roster of about 40 artists. *Stock:* No stock outstanding; privately held shares are entirely in the hands of John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader, and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. *Base rate:* $60.

Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines okay; patent medicines accepted if complying with Pure Food & Drugs Act, and approved by the Virginia State Pharmaceutical Board.

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). *Power:* 100 watts on 1210 kc. (shares hours with WMBG, Sunday only).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 914 W. Broad St. *Phone:* 3-6776. *Power:* 500 watts on 1350 kc. *Affiliation:* NBC Red. *Opened:* October, 1926.

President and general manager: Wilbur M. Havens. *Commercial manager:* Robert Mitchell. *Program director, musical director:* Garnet Tate. *Chief engineer:* Wilfred Wood. *Artists bureau head:* Jack Hooper. *Publicity director:* Courtney Quicke.

Rep: Furgason & Aston, Inc. *News:* Transradio. *Seating facilities:* New studio building, when completed, will have an auditorium capacity of 250, as well as a reception room with a view of the studios, seating 60. *Merchandising:* Yes; service is rendered; diversified as to product exploited. *Artists bureau:* Yes; lists about a dozen artists, teams, etc. *Base rate:* $125.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC.

WRTD, RICHMOND

Operator: Richmond Times Dispatch, State Planters Bldg. *Phone:* 3-7471. *Power:* 100 watts on 1500 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* June 27, 1937. (Note: This station is owned by the Richmond Times Dispatch.)

General and station manager: Ovelton Maxey. *Program director:* Cleveland

Thomas. *Chief engineer:* David Bain. *Publicity director:* Norman Rowe.

Rep: Edward Petry & Co., Inc. *News:* None. *Merchandising:* Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors, etc. *Foreign language programs:* Will accept, provided copy conforms to station standards. *Artists bureau:* None. *Base rate:* $105.00.

Copy restrictions: Accept beer and wine, but no hard liquor; patent medicines must be approved by station.

WRVA, RICHMOND

Operator: Larus and Brother Co., Hotel Richmond. *Phone:* 3-6633. *Power:* 5,000 watts on 1110 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* Nov. 2, 1925.

General manager: C. T. Lucy. *Commercial manager:* Barron Howard. *Studio director, publicity:* Walter R. Bishop. *Program director:* Bert T. Repine. *Supervisor of technical department:* H. S. Lucy. *Musical director:* Edward D. Naff.

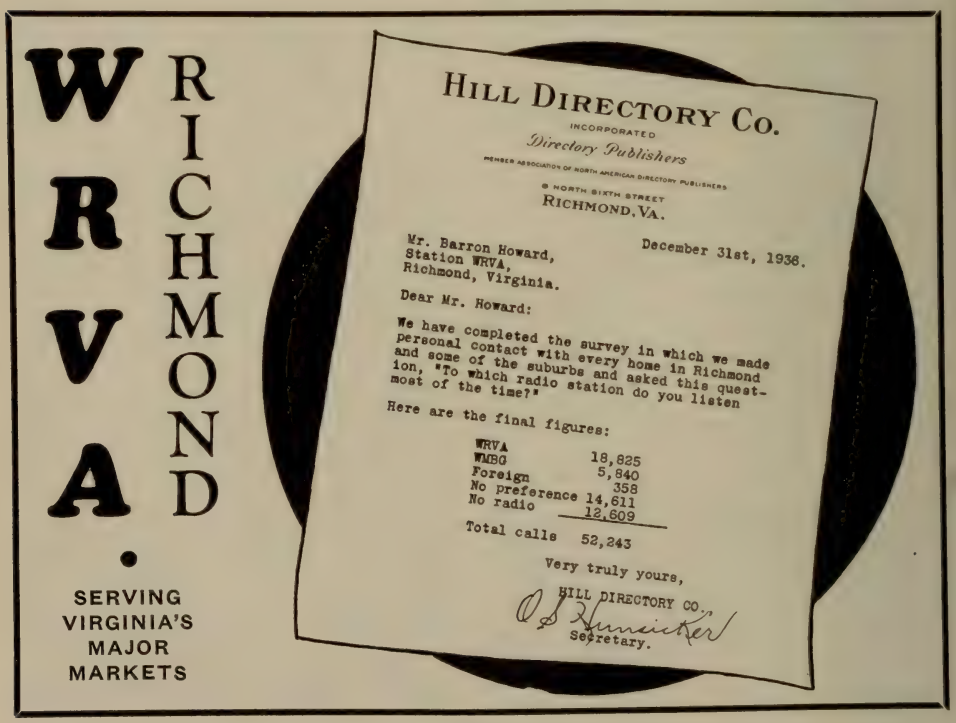
Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio A, about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. *Merchandising:* No department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. *Foreign language programs:* Not accepted generally. *Artists bureau:* None. *Base rate:* $225.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 p.m.; no reducing preparations under any conditions; in all other copy, rules of good taste to be observed.

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. *Phone:* 8131. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* June 20, 1924. (Note: WDBJ is newspaper-owned — The Roanoke Times and The Roanoke World-News.)

President: Junius P. Fishburn, president, The Times-World Corp. *Station manager, program director:* Ray P. Jordan. *Commercial manager:* Frank D. Kesler. *Chief engineer:* Robert D. Avery. *Artists bureau*



head, musical director: Mary A. Henson. *Publicity director:* Marvin Naff.

Rep: Craig & Hollingbery (New York), Sears & Ayer (Chicago), Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* Studio A, 100 persons; studio B, 25. *Merchandising:* Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; window and displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of own two newspapers. *Foreign language programs:* No rule against acceptance; but not recommended, since population is only 2% foreign born. *Artists bureau:* Yes; have about 25 singers and musicians under contract. *Base rate:* $100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those used by the Columbia Broadcasting System.

WASHINGTON

(346,900 radio homes)

Radio Homes by Counties

Adams	1,300	Grays Harbor	10,400	Pierce	35,800
Asotin	800	Island	900	San Juan	600
Benton	1,800	Jefferson	1,500	Skagit	6,600
Chelan	7,900	King	120,200	Skamania	300
Clallam	4,400	Kitsap	7,300	Snohomish	16,100
Clark	6,900	Kittitas	3,700	Spokane	38,000
Columbia	1,100	Klickitat	1,800	Stevens	2,400
Cowlitz	5,400	Lewis	6,800	Thurston	6,100
Douglas	900	Lincoln	2,400	Wahkiakum	700
Ferry	400	Mason	1,700	Walla Walla	7,000
Franklin	1,400	Okanogan	3,300	Whatcom	12,600
Garfield	800	Pacific	2,400	Whitman	6,600
Grant	900	Pend Oreille	800	Yakima	16,900

KXRO, ABERDEEN

Operator: KXRO, Inc., Morck Hotel. *Phone:* Aberdeen 4098. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* May 28, 1928.

General and station manager: Harry R. Spence. *Commercial manager:* Fred G. Goddard. *Program director, artists bureau head:* Ben K. Weatherwax. *Chief engineer:* W. M. McGoffin. *Musical director:* Carlos Pendergast. *Publicity director:* E. J. Alexander.

Rep: Cox & Tanz; Walter Biddick Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* Remote hall, seating 600 persons. *Merchandising:* Have such a service; supply publicity and work out window displays. *Foreign language programs:* Accepted if "in the public interest." *Artists bureau:* Setup nominal only. *Base rate:* $25.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation.

KVOS, BELLINGHAM

Operator: KVOS, Inc. *Power:* 100 watts on 1200 kc. *Affiliation:* None.

Base rate: $40. No other information available after repeated requests.

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. *Phone:* Main 526. *Power:* 50 watts on 1370 kc (divides time with KEEN). *Affiliation:* None. *Opened:* Jan., 1922.

Manager-owner, chief engineer: Lee E. Mudgett. *Commercial manager:* Dave Wells. *Program director, artists bureau head:* W. M. Schutt. *Musical director:* Roy Mack. *Publicity and continuity director:* Mary Kosher.

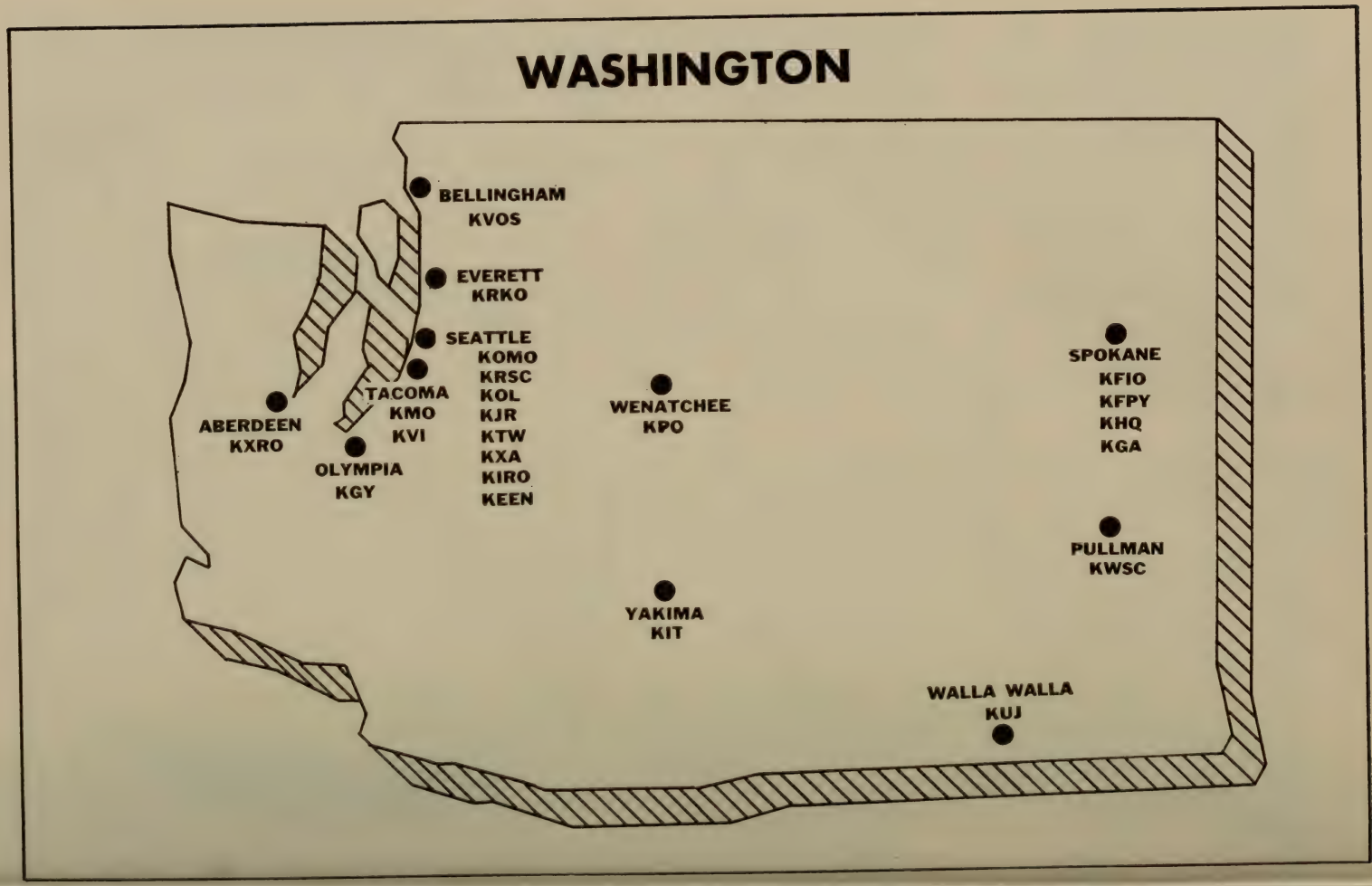
Rep: None. *News:* Transradio. *Seating facilities:* Lobby, 50 to 75 persons capacity. *Merchandising:* Render any reasonable service; conduct surveys if desired. *Foreign language programs:* Accepted. *Artists bureau:* Setup nominal only. *Base rate:* $25.

Copy restrictions: No beer, wines or hard liquors; patent medicines must be approved by the Federal Trade Commission.

KGY, OLYMPIA

Operator: KGY, Inc. *Power:* 100 watts on 1210 kc (unlimited, except when KTW is operating). *Affiliation:* None.

Rep: None. *Base rate:* $35.


WASHINGTON
BELLINGHAM
KVOS
EVERETT
KRKO
SEATTLE
KOMO
KRSC
KOL
KJR
KTW
KXA
KIRO
KEEN
TACOMA
KMO
KVI
ABERDEEN
KXRO
OLYMPIA
KGY
WENATCHEE
KPO
SPOKANE
KFIO
KFPY
KHQ
KGA
PULLMAN
KWSC
YAKIMA
KIT
WALLA WALLA
KUJ

No other information after repeated requests.

KWSC, PULLMAN

Operator: State College of Washington. *Phone:* 376 M. *Power:* 5,000 and 1,000 watts on 1220 kc (divides time with KTW). *Opened:* Dec. 11, 1922.

Program director: J. Elroy McCaw. *Chief engineer:* H. V. Carpenter.

Seating facilities: 200 persons.

This station is non-commercial; college-owned.

KEEN, SEATTLE

Operator: KVL, Inc., L. C. Smith Tower. *Power:* 100 watts on 1370 kc. (shares time with KRKO). *Affiliation:* None.

President and manager: Arthur C. Dailey. *Secretary and treasurer:* Ervin F. Dailey.

Rep: None. *News service:* No information given. *Seating facilities:* About a dozen persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* held, 33-1/3% apiece, by Arthur C. Dailey, Ervin F. Dailey, and Mary C. Dailey. *Base rate:* $20.

Copy restrictions: Will take beer advertising, but don't solicit this type of business.

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. *Phone:* Eliot 3933. *Power:* 1,000 watts on 710 kc. *Affiliation:* CBS. *Opened:* Oct. 15, 1935.

President: Louis K. Lear. *Station manager:* H. J. Quilliam. *Commercial manager:* Loren B. Stone. *Program director:* Gene Baker. *Chief engineer:* James Hatfield. *Publicity director:* H. M. Norton.

Rep: John Blair and Co. *News:* INS, Universal. *Seating facilities:* Yes, but capacity not listed. *Merchandising:* Direct mail; window displays and posters. *Foreign language programs:* Accept; currently broadcasting Swedish and Italian programs. *Artists bureau:* None. *Base rate:* $120 ($240 after Jan. 1, 1938).

Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally.

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 watts on 970 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1926. (Note: This station is owned by the National Broadcasting Co., Inc.)

General and station manager: Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: Spiritous liquor advertising not accepted.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Northern Life Tower. *Phone:* Main 2312. *Power:* 5,000 and 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922.

Vice-president: Archie Taft. *Station manager, commercial manager:* Elmer D. Pederson. *Program director:* Frank Anderson. *Chief engineer:* A. L. Henderson. *Musical director:* Don Isham. *Publicity director:* Margaret Emahiser.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Archie Taft and Louis Wasmer. *Base rate:* $135 (½ hr.).

Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste.

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* 1925.

General and station manager: Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $240.

Copy restrictions: Spiritous liquor advertising not accepted.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. *Phone:* Elliot 3480. *Power:* 250 watts on 1120 kc. *Affiliation:* None. *Opened:* November, 1926.

President: P. K. Leberman. *Manager:* Robt. E. Priebe. *Commercial manager:* Romig C. Fuller. *Program director, publicity director:* Ted Bell. *Chief engineer:*

George Freeman. *Musical director:* Robert McCaw.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Stock:* Principal holders are P. K. Leberman and R. E. Priebe. *Base rate:* $42 (half hour).

Copy restrictions: No alcoholic beverages of any kind; no patent medicines. doctors or dentists; commercial announcements must not exceed 100 words.

KTW, SEATTLE

Operator: The First Presbyterian Church of Seattle, Washington. *Power:* 1,000 watts on 1220 kc. (shares time with WKSC).

This station is non-commercial; church-owned.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. *Phone:* Seneca 1000. *Power:* 500 and 250 watts on 760 kc. *Affiliation:* None. *Opened:* May 1, 1928.

President, general manager: R. F. Meggee. *Station manager:* Florence Wallace. *Program director:* Jackson Latham. *Chief engineer:* Harry J. Price.

Rep: Spot Broadcasting Bureau (Chicago); Cox and Tanz (Philadelphia). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Will accept; translation must accompany copy. *Artists bureau:* None. *Base rate:* $48.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising.

KFIO, SPOKANE

Operator: Spokane Broadcasting Corp., 526 Riverside Ave. *Phone:* Main 3400. *Power:* 100 watts on 1120 kc (to local sunset). *Affiliation:* None. *Opened:* 1922.

President, station manager: A. L. Smith. *Program director, chief engineer:* C. T. Strong. *Musical director:* G. Longmeier.

Rep: None. *News:* Local. *Seating facilities:* Studio, 50 persons; two theatres, seating 350 each. *Merchandising:* None. *Foreign language programs:* None on station. *Artists bureau:* None. *Stock:* Owned by Arthur L. Smith. *Base rate:* $25.

Copy restrictions: Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts.

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. *Phone:* Main 1218. *Power:* 5,000 and 1,000 watts on 890 kc. *Affilia-*





tion: Columbia. *Opened:* Oct. 22, 1922.

President: T. W. Symons, Jr. *Vice-president, commercial manager:* Arthur L. Bright. *Program director:* W. M. Smith. *Chief engineer:* George Langford. *Musical director:* James B. Clark. *Publicity director:* R. W. Rogers.

Rep: Joseph Hershey McGillvra (New York, Chicago), Walter Biddick Co. (San Francisco, Los Angeles). *News:* UP; local. *Seating facilities:* "Golden Concert Studio," capacity 500. *Merchandising:* No free service; all services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $100.

Copy restrictions: Beer and wine acceptable; no hard liquors; patent medicine accounts not invited.

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. *Phone:* Riverside 1191. *Power:* 5,000 watts on 1470 kc. *Affiliation:* NBC Pacific Coast Blue; Northwest Triangle Network. *Opened:* 1926. (Note: Same owner also has KHQ, Spokane.)

President: Louis Wasmer. *Station and commercial manager, program director:* Herbert Wixson. *Chief engineer:* Alger Sparling. *Artists bureau head:* Harvey Wixson. *Musical director:* Marion Boyle. *Publicity director:* Carl Brewster.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Broadcast advance plugs on new programs and special features of programs gratis; other services rendered at actual cost. *Foreign language programs:* Will accept, but occasion rarely arises, as foreign population is very small. *Artists bureau:* Yes; lists about 50 artists. *Base rate:* $90 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. *Phone:* M-5383. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1920.

President: Louis Wasmer. *Station manager, program director, artists bureau head:* Harvey Wixson. *Chief engineer:* A. G. Sparling. *Commercial manager:* Earl Trumble. *Musical director:* Marian Boyle. *Publicity director:* Jessie McGrew.

Rep: Edward Petry and Co., Inc. *News:* Transradio. *Seating facilities:* Have such facilities; no stated capacity given. *Merchandising:* Give pre-program announce-

WE DON'T WHISPER

NEW POWER TOWER

Bring Your Spot Announcements to a Real Market

A FRIENDLY BUYING MARKET

KRSC

Radio Sales Corp.

Seattle, Washington

819 Fairview Pl.

250 Watts 1120 Kc

TWO MARKETS
At the Price of One!

•

SEATTLE

•

TACOMA

KVI

CBS AFFILIATE

MAIN STUDIOS:
Rust Bldg., Tacoma
SEATTLE STUDIOS:
Olympic Hotel
FREE & PETERS, Representatives

ments, or announce special features to be incorporated into programs; all other services billed at actual cost. *Foreign language programs:* Will accept on occasion; audience small, however, for this type of material. *Artists bureau:* Yes; lists several dozen artists, musicians and writers. *Base rate:* $115 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor advertising.

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. *Phone:* Main 4144. *Power:* 1,000 watts on 1330 kc. *Affiliation:* None. *Opened:* Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. *Commercial manager:* Burt R. Cole. *Program director:* Harry Jordan. *Chief engineer:* Bob Vaughan. *Musical director:* Larry Huseby. *News editor and publicity director:* Roscoe Smith.

Rep: Transamerican Radio & Television. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Yes; limited policy. *Foreign language programs:* Accepted; must be accompanied by strict English translation. *Artists bureau:* None. *Stock:* 99% held by Carl E. Haymond. *Base rate:* $65.

Copy restrictions: No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored.

KVI, TACOMA

Operator: Puget Sound Broadcasting Company, Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studio). *Phone:* Broadway 4211 (Tacoma); Main 1171 (Seattle). *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* February, 1929.

President, general manager: Mrs. Vernice Doernbecher Boulianne. *Assistant manager, publicity director:* Dorothy Doernbecher. *Commercial manager:* E. J. Jansen. *Production manager:* Elvin E. Evans. *Tacoma program director:* James Petersen. *Seattle program director:* Ruben Gaines. *Chief engineer:* James W. Wallace. *Musical director:* Gunnar Anderson.

Rep: Free & Peters, Inc. *News:* AP; local. *Seating facilities:* Studio, seating 100 persons; outside auditorium, seating 1,600. *Merchandising:* All services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $125 (½ hr.).

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies.

KUJ, WALLA WALLA

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second and Rose Sts. *Phone:* 1230. *Power:* 100 watts on 1370 kc. *Affiliation:* No network; is affiliated with KLRC, Lewiston, Idaho. *Opened:* 1928.

President, general manager: H. E. Studebaker. *Station director:* M. F. Jensen. *Commercial manager:* M. F. Jensen. *Program director, musical director:* M. F. Jensen. *Chief engineer:* Milton McLafferty.

Rep: Walter Biddick; A. T. Sears; Cox and Tanz. *News:* Transradio. *Seating facilities:* Studio, small number. *Merchandising:* Surveys; contacts; letters to trade; other services at cost. *Foreign language programs:* Accepted if sufficient residents of that tongue are in station area. *Artists bureau:* None. *Stock:* Entirely owned by H. E. Studebaker. *Base rate:* $40.

Copy restrictions: No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB code of ethics and station standards.

KPQ, WENATCHEE

Operator: Westcoast Broadcasting Co., KPQ Bldg. *Phone:* 45. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1929. (Note: KPQ is affiliated with KVOS, Bellingham.)

President: Rogan Jones. *Station manager:* Cole E. Wylie. *Commercial manager:* I. J. Sidney. *Program director:* Marc Bowman. *Chief engineer:* Gordon Capps. *Musical director:* Dorothy Lee.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Assist advertisers in distributing promotional matter of all kinds; expect to have location for window displays soon. *Foreign language programs:* Will accept if programs comply with FCC rules. *Artists bureau:* None. *Stock:* Owned principally by Rogan Jones and Cole E. Wylie. *Base rate:* $40.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FCC regulations.

KIT, YAKIMA

Operator: Carl E. Haymond. *Power:* 250 and 100 watts on 1310 kc (construction permit for 500 and 250 watts on 1250 kc). *Affiliation:* None.

Rep: None. *Base rate:* $45 (½ hr.).

No further information after repeated requests.

FOR SALE!

132 Top Notch Counties

21c EACH

Our participation in the recent Fourth Columbia Broadcasting System Listening Area Study brought record returns from 41 counties in Ohio; 45 counties in Pennsylvania and 46 counties in West Virginia. That's a response from a total of 132 counties in our primary-area States alone—we'll throw in the 106 counties in 23 other States heard from for good measure!

With a daytime fifteen-minute rate that gets as low as $28.00 you can talk to the thousands of Friendly WWVA Listeners in the 132 Ohio, Pennsylvania and West Virginia counties at 21c per county—mind you now, 21c per COUNTY and NOT per listener. That's big value if we could give you only a handful of listeners in each county—but you know better than that!

It ought to be a good idea to do some checking on this "Friendly Voice from Out of the Hills of West Virginia."

JOHN BLAIR & CO. Represent Us

NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

"The Friendly Voice From Out of the Hills of West Virginia"

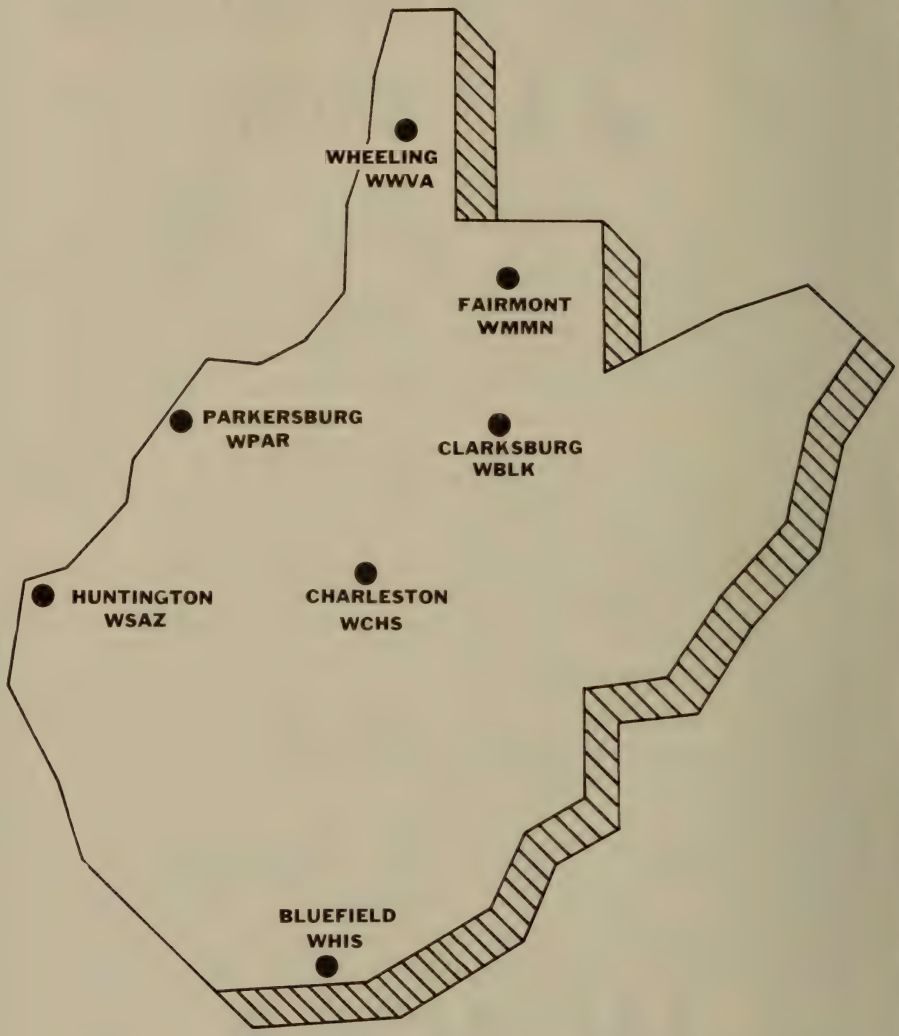
Columbia Network

WWVA

5,000 Watts

HAWLEY BUILDING - - - - - WHEELING, WEST VA.

WEST VIRGINIA



WEST VIRGINIA

(240,000 radio homes)

Radio Homes by Counties

Barbour	1,400	Kanawha	28,800	Preston	2,700
Berkeley	4,200	Lewis	3,100	Putnam	1,300
Boone	2,500	Lincoln	1,300	Raleigh	9,200
Braxton	1,800	Logan	6,900	Randolph	2,900
Brooke	5,000	McDowell	9,200	Ritchie	2,100
Cabell	16,400	Marion	10,900	Roane	2,300
Calhoun	1,200	Marshall	4,800	Summers	2,500
Clay	1,000	Mason	2,000	Taylor	2,800
Doddridge	1,100	Mercer	9,500	Tucker	1,200
Fayette	8,800	Mineral	2,500	Tyler	1,800
Gilmer	800	Mingo	4,600	Upshur	1,800
Grant	700	Monongalia	8,000	Wayne	4,500
Greenbrier	3,800	Monroe	900	Webster	1,200
Hampshire	1,200	Morgan	700	Wetzel	2,700
Hancock	4,200	Nicholas	1,800	Wirt	700
Hardy	700	Ohio	16,900	Wood	11,000
Harrison	13,600	Pendleton	600	Wyoming	1,800
Jackson	2,100	Pleasants	900		
Jefferson	2,200	Pocahontas	1,400		

WHIS, BLUEFIELD

Operator: Daily Telegraph Printing Co., Bodell Bldg. *Phones:* 2618, 2400. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* May, 1928. (Note: This station is newspaper-owned: Telegraph and Sunset News).

President: H. I. Shott. *Station manager, commercial manager:* C. H. Murphey, Jr. *Program director, musical director:* W. G. Saunders. *Chief engineer:* P. T. Flanagan. *Artists bureau head:* Barnes Nash. *Publicity director:* E. B. Jarrett.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* None; facilities for audiences, as well as an auditorium, to be built soon. *Merchandising:* Plug programs in columns of the Telegraph and Sunset News. *Foreign language programs:* Yes; have Hungarian, Polish, Italian. *Artists bureau:* Complete setup. *Stock:* All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. *Base rate:* $70.

Copy restrictions: Beer accepted; no wines or whiskeys; station reserves right to discontinue any program for reasons satisfactory to itself.

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. *Phones:* 28-131. *Power:* 1,000 and 500 watts on 580 kc. *Affiliation:* CBS; West Virginia Network. *Opened:* February, 1935. (Note: This station is newspaper-owned by the Clarksburg Exponent, also owners of WLBK, Clarksburg, and WPAR, Parkersburg.)

President, general manager: John A. Kennedy. *Station manager:* Mortimer Watters. *Commercial manager:* Gene B. Ferguson. *Program director:* Nicholas Pagliara. *Chief engineer:* Otis Robinson. *Artists bureau head:* Flem Evans. *Dramatic director:* Clete Lochner. *Publicity director:* Paul Grose.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* WCHS Auditorium, seating 3,000 persons; admission varies with performances. *Merchandising:* Complete service available, rendered at actual cost. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried. *Artists bureau:* Setup nominal only. *Base rate:* $150.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines accepted with restrictions according to public acceptance; all copy must conform to station standards and FCC regulations.

WBLK, CLARKSBURG

Operator: The Exponent Co. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* West Virginia Network. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

Rep: None. *Base rate:* $35.

Copy restrictions: Accept alcoholic beverage advertising.

No further information available.

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. (Fairmont), 137 W. Main St. (Clarksburg). *Phone:* 3100 (Fairmont); 4020 (Clarksburg). *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* CBS. *Opened:* Dec. 22, 1928 (present operators since March 20, 1935).

Managing director, commercial manager: O. J. Kelchner. *Program director, artists bureau head:* Howard Donahoe. *Chief engineer:* A. C. Heck.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Station mentions an old fashioned "Square Dance" held in the Armory, with attendance up to 1,150. *Merchandising:* Full cooperation rendered at no extra cost. *Foreign language programs:* Accepted, providing exact English translation is furnished. *Artists bureau:* yes; lists half a dozen units. *Base rate:* $75.

Copy restrictions: Accept beer advertising any time; other alcoholic beverage advertising only after 10:30 p.m.; patent medicines subject to thorough investigation.

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. *Phone:* 4106. *Power:* 1,000 watts on 1190 kc (to 7 p.m.). *Affiliation:* None. *Opened:* April 5, 1927. (Note: This station is newspaper-affiliated—Huntington Advertiser and Herald-Dispatch.)

President, station manager: W. C. McKellar. *Commercial manager:* J. L. Henry. *Program director:* Fred Burns. *Chief engineer:* Glenn E. Chase. *Artists bureau head:* Dallas Wyant. *Musical director:* Charles Schroeder. *Publicity director:* Vernon Bailey.

Rep: None. *News:* Local. *Seating facilities:* None. *Merchandising:* Services to suit needs of advertiser furnished at cost. *Foreign language programs:* Accepted when accompanied by translation in English. *Artists bureau:* Yes; has several announcers, writers, and musicians on the roster. *Base rate:* $60 (half hour).

Copy restrictions: Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if not conflicting with the Federal Trade Commission.

WPAR, PARKERSBURG

Operator: Ohio Valley Broadcasting Corp. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS; West Virginia Network.

Rep: None. *Base rate:* $70.

Copy restrictions: Advertising of alcoholic beverages accepted.

No further information available.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. *Phone:* Wheeling 5383. *Power:* 5,000 watts on 1,160 kc. (divides time with WOWO). *Affiliation:* CBS. *Opened:* Dec. 16, 1926.

President: George B. Storer. *Vice-president, general manager:* J. H. Ryan. *Station manager, commercial manager:* George W. Smith. *Production manager, publicity director:* Paul J. Miller. *Program director, artists bureau head, musical director:* Walter Patterson. *Chief engineer:* Glenn Boundy.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Wheeling Municipal Auditorium, capacity 2,000; admission 25c. *Merchandising:* No regular department; cooperation given as desired. *Foreign language programs:* Accepted; English translation must be submitted in advance. *Artists bureau:* Nominally maintained with a supply of talent, though no commission is exacted from talent; feature acts booked for personal appearances. *Base rate:* $150.

Copy restrictions: Accept beer and wine; no hard liquor; FCC rules adhered to strictly.

DEFINITION OF SHOWMANSHIP

"Showmanship," a term increasingly in use by broadcasters, has been defined thus by VARIETY: "Showmanship, confessedly vague and all-inclusive as a term, is broadly interpreted as an effort by the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of 'public interest, convenience and necessity' as laid down by the Federal Communications Commission. Reduced to an ultimate realistic basis, showmanship is a competitive lever with which a station—regardless of its size or facilities—fights for business and audiences."

WISCONSIN

(576,600 radio homes)

Radio Homes by Counties

Adams	900	Iowa	2,900	Portage	5,500
Ashland	3,300	Iron	1,200	Price	2,600
Barron	6,100	Jackson	2,400	Racine	18,200
Bayfield	1,700	Jefferson	8,700	Richland	2,900
Brown	14,300	Juneau	2,500	Rock	16,100
Buffalo	2,600	Kenosha	11,400	Rusk	2,100
Burnett	1,300	Kewaunee	2,700	St. Croix	4,100
Calumet	2,300	La Crosse	12,600	Sauk	6,300
Chippewa	6,300	Lafayette	3,100	Sawyer	1,300
Clark	4,800	Langlade	3,300	Shawano	4,500
Columbia	6,400	Lincoln	3,700	Sheboygan	14,800
Crawford	2,300	Manitowoc	11,100	Taylor	2,100
Dane	27,100	Marathon	10,000	Trempealeau	4,200
Dodge	8,500	Marinette	4,600	Vernon	3,900
Door	3,000	Marquette	1,300	Vilas	1,300
Douglas	9,200	Milwaukee	167,800	Walworth	7,900
Dunn	4,000	Monroe	4,200	Washburn	1,600
Eau Claire	9,100	Oconto	3,000	Washington	5,300
Florence	400	Oneida	3,300	Waukesha	10,700
Fond du Lac	13,100	Outagamie	13,500	Waupaca	6,100
Forest	1,200	Ozaukee	3,000	Waushara	1,900
Grant	7,500	Pepin	1,400	Winnebago	17,000
Green	5,100	Pierce	3,600	Wood	7,700
Green Lake	2,400	Polk	4,300		

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow Street. *Phone:* 5312. *Power:* 1,000 watts on 1050 kc. (daytime). *Affiliation:* None. *Opened:* April 19, 1937. (Note:This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

General, station and commercial manager: John J. Stack. *Program director:* Jack H. Lellman. *Chief engineer:* T. Jorgenson.

Rep: Craig & Hollingbery. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None at present, but would accept with same restrictions as other advertising. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. *Phone:* 356. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

President: A. H. Lange. *Station manager:* Lynn N. Fairbanks. *Program director:* Lucille Fairbanks. *Chief engineer:* Wendell S. Meyers.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer, wine and liquor advertising accepted; will not accept outside advertising competitive to local merchants; all copy must conform to station policies and government regulations.

WHBY, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. *Power:* 250 and 100 watts on 1200 kc.

Rep: Small & Brewer, Inc. *Base rate:* $80.

No other information available after repeated requests.

WTAQ, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. *Power:* 1,000 watts on 1330 kc. *Affiliation:* CBS.

Rep: Small & Brewer, Inc. *Base rate:* $140.

No other information available after repeated requests.

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee Street. *Phone:* 2500.

WISCONSIN


SUPERIOR
WDSM
EAU CLAIRE
WEAU
WAUSAU
WSAU
MANITOWOC
WOMT
GREEN BAY
WHBY
WTAQ
STEVENS POINT
WLBL
SHEBOYGAN
WHBL
POYNETTE
WIBU
FOND DU LAC
KFIZ
LA CROSSE
WKBH
MADISON
WHA
WIBA
MILWAUKEE
WEMP
WISN
WTMJ
JANESVILLE
WCLO
RACINE
WRJN

Power: 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette).

General, station and commercial manager: Sidney H. Bliss. *Program director:* John Dixon. *Chief engineer:* Charles Brannen. *Musical director:* Della Deen Orr. *Publicity director:* Villette DuCray.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Studios A and B, seating 30 persons each; observation reception room, seating 150. *Merchandising:* Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, personnel promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. *Foreign language programs:* No rules; foreign population very small, and no requests for such programs have been received to date. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: No alcoholic beverage advertising accepted; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each.

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. *Phone:* 450. *Power:* 1,000 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1923.

President, station manager: Otto M. Schlabach. *Commercial manager:* Charles F. Callaway. *Program director:* Ralph O'Connor. *Chief engineer:* Al Leeman.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Not listed. *Merchandising:* Salesmen call on the trade locally, while letters are written to dealers outside the city. *Foreign language programs:* Accepted under regular commercial regulations. *Artists bureau:* None. *Base rate:* $95.

Copy restrictions: None indicated aside from standard rate card clauses.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. *Phone:* University 779. *Power:* 5,000 watts on 940 kc (to local sunset). *Opened:* March-April, 1917.

Program director: H. B. McCarty. *Chief engineer:* O. Buchanan. *Musical director:* H. Frederick Fuller. *Publicity director:* H. A. Engel.

This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. *Phone:* Fairchild 8800. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* NBC Northcentral Group. *Opened:* 1924. (Note: This station is newspaper-owned—Madison Capital-Times and Wisconsin State Journal.)

President: William T. Evjue. *Station manager, commercial manager:* W. E. Walker. *Program director, publicity director:* K. F. Schmitt. *Chief engineer:* M. F. Chapin.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities;* None. *Merchandising:* No information given. *Foreign language programs;* No information given. *Artists bureau:* None. *Base rate:* $150.

Copy restrictions: Beer and wine accepted; no hard liquors.

WOMT, MANITOWOC

Operator: Francis M. Kadow. *Power:* 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* $60.

No further information available after repeated requests.

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. *Phone:* Marquette 7722. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* October 15, 1935.

General and station manager: C. J. Lanphier. *Commercial manager:* Gene T. Dyer*. *Program director:* Charles LaForce. *Chief engineer:* E. W. Jacker. *Artists bureau head:* Florence Kelly. *Musical director:* Arnold Kreuger. *Publicity director:* Alfred Meltzer.

Rep: Weston, Frykman & Allen. *News:* UP. *Seating facilitiees:* None. *Merchandising:* Special division maintained; no specific services listed. *Foreign language programs:* Will accept, provided translation is furnished in advance and program is broadcast in English as well as foreign language. *Artists bureau:* Setup nominal only. *Base Rate,* $85.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval and governmental regulations.

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* *Gene T. Dyer operates WCBD, WGES and WSBC in Chicago as well.*

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. *Phone:* Daly 3900. *Power:* 1,000 and 250 watts on 1120 kc. *Affiliation:*

CBS. *Opened:* July, 1922. (Note: This station is affiliated with the Wisconsin News.)

Station manager: G. W. Grignon. *Commercial manager:* R. N. Weil. *Program director:* Neil Searles. *Chief engineer:* D. A. Weller. *Artists bureau head, musical director:* Elmer Krebs. *Publicity director:* E. Williams.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Publicity and promotion ads in newspapers; blotters introducing new long-term programs. *Foreign language programs:* One Polish and two German participation programs produced by station. *Artists bureau:* Yes; lists about 15 artists. *Base rate:* $200.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicine accounts must be approved by Hearst New York office for acceptance.

WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. *Phone:* Marquette 6000. *Power:* 5,000 and 1,000 watts on 620 kc. *Affiliation:* NBC Northcentral Group. *Opened:* July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

Station head: Walter J. Damm (promotion manager of The Milwaukee Journal). *Assistant:* D. B. Abert. *Assistant station manager:* R. G. Winnie. *Commercial manager:* W. F. Dittman. *Program director:* R. G. Winnie. *Chief engineer:* D. W. Gellerup. *Musical director:* W. J. Benning. *Publicity:* D. B. Abert.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Audiences are limited to 25 persons. *Merchandising:* Work undertaken for client at cost. *Foreign language programs:* No announcements; no others as a rule, "only when the content is of genuine public interest." *Artists bureau:* None; musical units on personal appearance tours do so on own contracts. *Base rate:* $320.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10-minutes, 225 words; 15-minutes, 300 words; 30-minutes, 500 words; 60-minutes, 750 words.

WIBU, POYNETTE

Operator: Wm. C. Forrest. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* $35.

No further information available after repeated requests.

WRJN, RACINE

Operator: Racine Broadcasting Corp., Hotel Racine. *Phone:* Jackson 290. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1926. (Note: This station is newspaper-owned by the Racine Journal-Times.)

Manager: Harold J. Newcomb. *Commercial manager:* Richard Shireman. *Program director:* Richard Conrad. *Chief engineer:* F. Lee Dechant. *Publicity director:* Kenneth Hegard.

Rep: Small & Brewer, Inc. *News:* UP; INS. *Seating facilities:* 40 persons; also carry several shows from local theatres, to one of which 5c admission is charged. *Merchandising:* Assist in distribution, letters to dealers and wholesalers; publicity and listings through Journal-Times. *Foreign language programs:* Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine sometimes called Danish Capital of America, and program in that language has been aired weekly since 1927. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 9 p.m.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour show.

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. *Phone:* 1900. *Power:* 250 watts on 1300 kc. *Affiliation:* None. *Opened:* 1924. (*Note:* This station is newspaper-owned by the Sheboygan Press).

Station and commercial manager: Bert Horswell. *Program director, artists bureau head:* William L. Doudna. *Chief engineer:* Herbert Mayer. *Publicity director:* Mona Pape.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete service, operating in conjunction with Sheboygan Press. *Foreign language programs:* Will accept; news broadcast in German current. *Artists bureau:* Currently being organized. *Base rate:* $67.

Copy restrictions: Beer, wine and liquor advertising accepted; latter must be part of one 15-minute program weekly,

two 10-minute programs or five 5-minute programs weekly, after 9 p.m.; all copy subject to station approval and governmental regulations.

WLBL, STEVENS POINT

Operator: State of Wisconsin Department of Agriculture and Markets.

Power: 2,500 watts on 900 kc. (shares hours).

This station is non-commercial; owned by the state.

WDSM, SUPERIOR

Operator: Fred A. Baxter. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

WSAU, WAUSAU

Operator: Northern Broadcasting Company, 113-115 Third St. *Phone:* 6521. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* None. *Opened:* January 30, 1937.

Station and commercial manager: W. W. Cribb. *Program director:* Donald R. Burt. *Chief engineer:* R. W. Richard.

Rep: Small & Brewer. *News:* UP. *Seating facilities:* Main studio, seating 35; "special occasions" studio in another building seats nearly 400. *Merchandising:* Complete service offered to all advertisers. *Foreign language programs:* Will accept; copy must have written approval of station management. *Artists bureau:* None. *Base rate:* $70.

Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management

WYOMING

(44,600 radio homes)

Radio Homes by Counties

Albany	2,800	Hot Springs	800	Sheridan	3,800
Big Horn	1,700	Johnson	800	Sublette	280
Campbell	800	Laramie	6,200	Sweetwater	3,900
Carbon	2,500	Lincoln	1,700	Teton	370
Converse	1,200	Natrona	6,400	Uinta	1,300
Crook	600	Niobrara	700	Washakie	900
Fremont	2,300	Park	1,600	Weston	800
Goshen	1,900	Platte	1,200	Yellowstone Nat. P'k	50

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. *Phone:* 407. *Power:* 500 watts on 1440 kc. *Affiliation:* None. *Opened:* Jan. 2, 1930.

Owner-manager: Donald L. Hathaway.

Rep: Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago); Norman Craig (New York). *News:* Transradio; RNA. *Seating facilities:* Studio, 50 persons; auditorium seating 1,800 available. *Merchandising:* Service is "equipped to carry advertising programs through the dealer"; but no consumer merchandising. *Foreign language programs:* Can be handled; population, however, is less than 1% foreign. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern in restriction of copy; price mentions permitted.

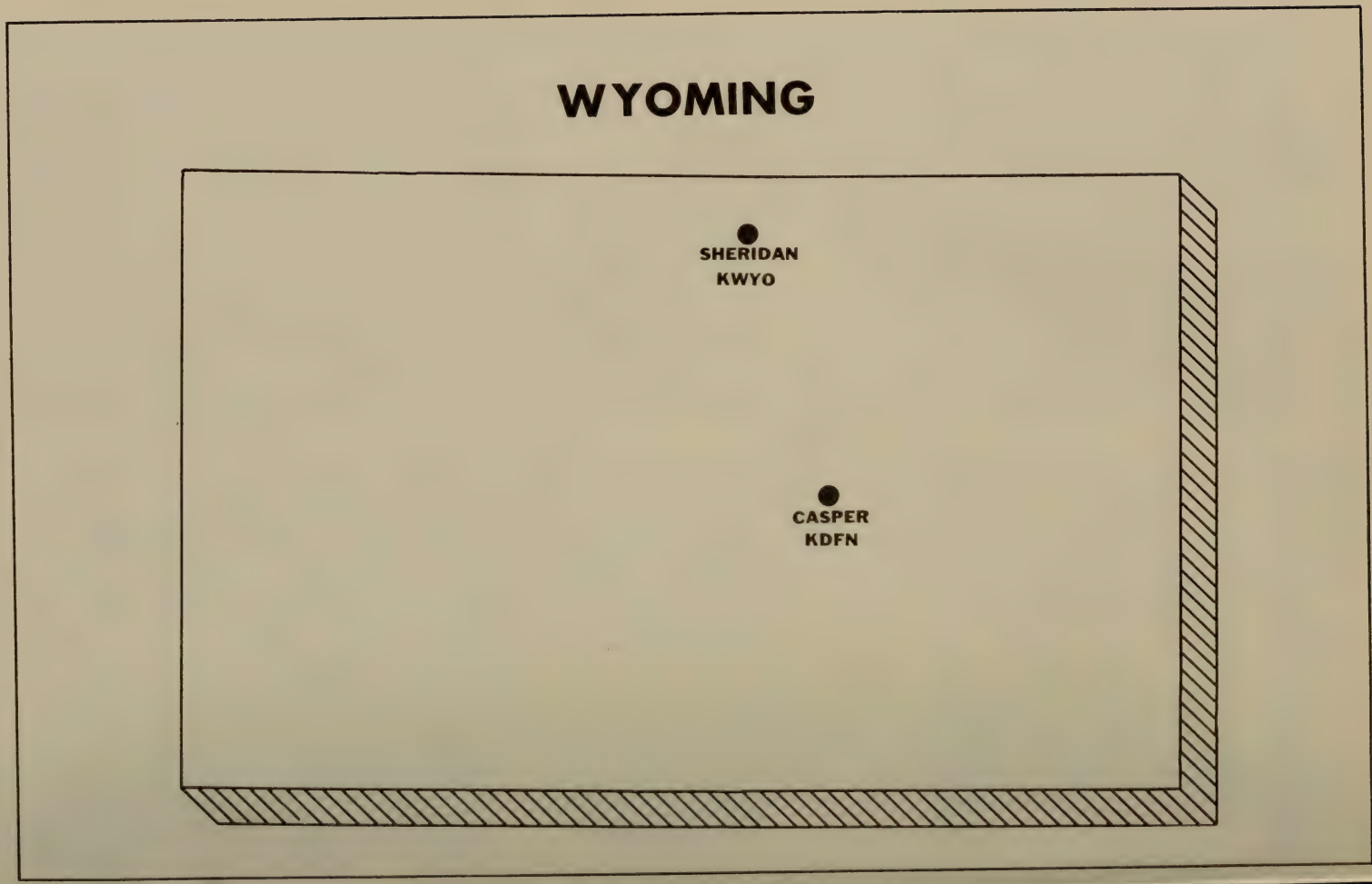
KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

President, station manager: R. E. Carroll. *Commercial manager, artists bureau head:* B. H. Middleton. *Program, musical and publicity director:* Herb W. Siebert. *Chief engineer:* Eli Daniels.

Rep: Walter Biddick; Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity, work out window displays, etc.; all services rendered free. *Foreign language programs:* Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians, etc. *Artists bureau:* Setup nominal only. *Base rate:* $36 (½ hr.).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision.


WYOMING
SHERIDAN
KWYO
CASPER
KDFN

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. *Phone:* 143 Y; 226 R. *Power:* 250 watts on 780 kc (operates nighttime only). *Affiliation:* None. *Opened:* May 27, 1924.

General and station manager, publicity director: R. E. McDonald. *Program and musical director:* Ken Laughlin. *Chief engineer:* W. J. Wagner.

Rep: Walter Biddick Co. *News:* Local. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* principally held by R. E. McDonald. *Base rate:* $30.

Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau. *Power:* 100 watts on 1310 kc.

Rep: Northwest Radio Advertising Co., Inc., Seattle. *Base rate:* $15 (½ hr.).

No other information available after repeated requests.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc., 107-111 Front Street. *Power:* 500 watts on 900 kc.

Base rate: $20.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 250 watts on 1400 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu.)

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager, artists bureau head:* Don Fitzgerald. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

Rep: Conquest Alliance Co., New York, Chicago. *News:* UP. *Seating facilities:* Studio, seating 200 persons; Princess Theatre, seating 1,800, Hawaii Theatre, seating 1,200 (both available for use after regular theatre performances); outdoor studio in process of construction (these facilities are shared with KGMB). *Merchandising:* contact dealers by phone and personal calls, send letters to the trade and to distributors, advising them of new programs; work out ideas for posters or window displays; supply mailing lists for direct mail campaigns. *Foreign language programs:* Accept Japanese and Filipino programs; participating programs in these languages current. *Artists bureau:* None, as such, but maintain local clearing house for talent, listing all local Hawaiian musicians, orchestras, etc. *Base rate:* See KGMB.

Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations.

KGMB, HONOLULU

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 1,000 watts on 1,320 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930.

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

Rep: Conquest Alliance Co., New York, Chicago, Los Angeles. *News:* UP. *Seating facilities:* main studio, seating 200 persons; Princess Theatre, 1,800; Hawaii Theatre. 1,200 (used after regular performances); outdoor studio being constructed. *Merchandising:* dealer contacts by personal call or phone; letters to the trade and distributors; arrange lists for direct mail cam-

paigns; cooperate in working out ideas for posters and window displays. *Foreign language programs:* accept Japanese and Filipino; participating programs in both languages current. *Artists bureau:* setup nominal only; operate a clearing house for local talent, but have no artists under contract. *Base rate:* $67.50.

Copy restrictions: beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations.

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd., Kapiolani Blvd. and South Street. *Phone:* 2311. *Power:* 2,500 watts on 750 kc. *Affiliation:* Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. *Opened:* May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. *Assistant manager:* Homer N. Tyson. *Program director:* Donald O. Crozier. *Musical director:* Verne W. Thompson.

Rep: E. Katz Special Advertising Agency; Walter Biddick Co., Pacific Coast. *News:* Transradio. *Seating facilities:* Studio 1, seating 50 persons; Studio 2, seating 100; Auditorium, seating 500. *Merchandising:* Complete news and merchandising service offered in co-operation with the Honolulu Advertiser. *Foreign language programs:* Accept at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length, limited number of Japanese, Filipino and Chinese programs current. *Artists bureau:* None. *Base rate:* $75.

Copy restrictions: Accept beer and wine and a limited amount of liquor and patent medicine advertising; all copy subject to station approval and FCC rules and regulations.

PHILIPPINE ISLANDS

KZRM, MANILA

Operator: Erlanger & Galinger, Inc., Insular Life Bldg. *Power:* 50,000 watts on 618.5 kc.

Base rate: $175.

No other information available after repeated requests.

KZIB, MANILA

Operator: I. Beck, Inc., 89-91 Escolta (New York office: 331 Fourth Avenue). *Power:* 1,000 watts on 900 kc.

Base rate: $125.

No other information available.

PUERTO RICO

WKAQ, SAN JUAN

Operator: Radio Corporation of Puerto Rica (a subsidiary of International Telephone & Telegraph Corp.; New York office, 67 Broad St.). *Power:* 1,000 watts on 1240 kc.

Base rate: $50.

No other information available.

RADIO SETS IN CANADA

Current estimates place Canadian radio families at about 1,645,000. In 1936 the Hugh C. MacLean Publishing Co. and the Radio Manufacturers Assn. of Canada put the figure at 1,410,000 (or 61.1% of all families).

Assuming that Canadian radio purchases parallel U. S. percentages, a figure of 1,645,000 radio families is obtained for 1937.

CANADA

ALBERTA

CFAC, CALGARY

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. *Phone:* R 1036. *Power:* 1,000 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

General manager: H. R. Carson. *Station manager:* Gordon S. Henry. *Program director:* T. Tweed. *Chief engineer:* R. Erickson. *Musical director:* Cecil B. Cappey. *Publicity director:* F. McDowell. *Commercial manager:* W. Baggs.

Rep: United Broadcast Sales, Toronto; Weed & Co., U. S. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered free. *Foreign language programs:* No rules; requests for commercial programs have never been made, though sustaining features have been presented. *Artists bureau:* None, as such, but maintains talent register; no charge made for registration; talent charged to accounts at cost. *Base rate:* $90.

Copy restrictions: No beer, wine, liquor or patent medicines accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 p.m.

CFCN, CALGARY

Operator: The Voice of the Prairie, Ltd., Toronto General Trusts Bldg. *Phone:* M-1161. *Power:* 10,000 watts on 1030 kc. *Affiliation:* Alberta Educational Network. *Opened:* 1922

President: H. G. Love. *Commercial manager:* E. H. McGuire. *Chief engineer:* P. B. McCaffery.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: Advertising of beer, wine or liquor prohibited by government; patent medicines accepted if approved by government Department of Health; all copy subject to station approval and regulations of the Canadian Broadcasting Corp.

CJCJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. *Phone:* M 5858. *Power* 100 watts on 690 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. *Station manager:* H. A. Webster. *Commercial manager:* F. Shaw. *Chief engineer:* R. Henderson.

Rep: None. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* Services being developed; no more specific data available. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFRN, EDMONTON

Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. *Phone:* 23561. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 1, 1934.

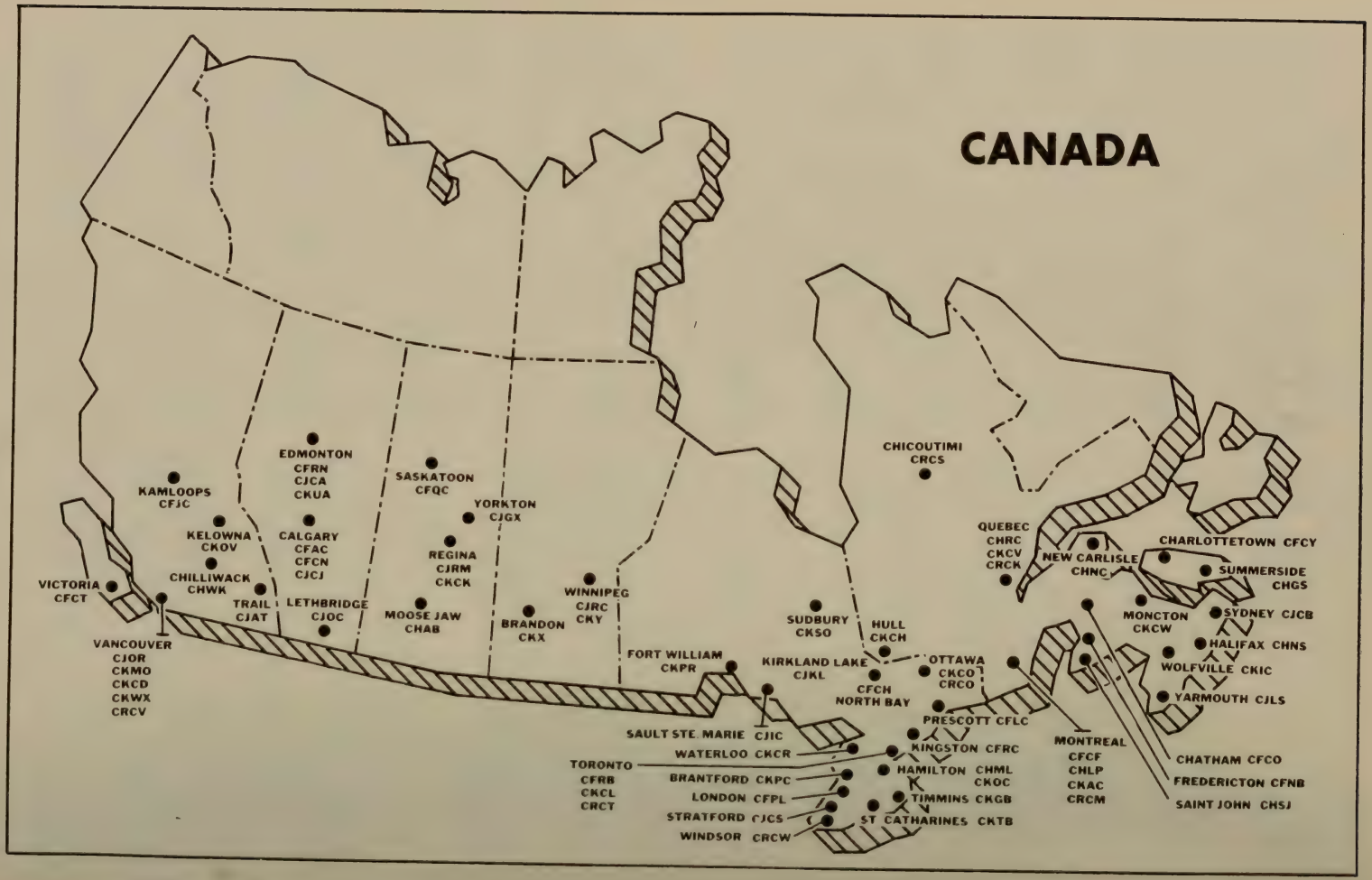
Station manager: G. R. A. Rice. *Business manager:* H. F. Nielsen. *Program directors:* David Hill, S. Lancaster. *Chief engineer:* F. C. Makepeace. *Musical director:* R. Wright. *Publicity director:* D. E. Neale.

Rep: Joseph Hershey McGillvra (New York, Chicago, Toronto); All Canada Broadcasting System (Winnipeg). *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; must be accompanied by testified English translation. *Artists bureau:* None. *Base rate:* $55.

Copy restrictions: No alcoholic beverages of any type; all patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 p.m.

CJCA, EDMONTON

Operator: Taylor and Pearson Broadcasting Co., Ltd. *Power:* 1,000 watts on 730 kc.


CANADA
KAMLOOPS CFJC
KELOWNA CKOV
CHILLIWACK CHWK
VICTORIA CFCT
VANCOUVER CJOR CKMO CKCD CKWX CRCV
TRAIL CJAT
EDMONTON CFRN CJCA CKUA
CALGARY CFAC CFCN CJCJ
LETHBRIDGE CJOC
SASKATOON CFQC
YORKTON CJGX
REGINA CJRM CKCK
MOOSE JAW CHAB
BRANDON CKX
WINNIPEG CJRC CKY
FORT WILLIAM CKPR
SAULT STE. MARIE CJIC
TORONTO CFRB CKCL CRCT
WATERLOO CKCR
BRANTFORD CKPC
LONDON CFPL
STRATFORD CJCS
WINDSOR CRCW
SUDBURY CKSO
KIRKLAND LAKE CJKL
CFCH NORTH BAY
HULL CKCH
OTTAWA CKCO CRCO
PRESCOTT CFLC
KINGSTON CFRC
HAMILTON CHML CKOC
TIMMINS CKGB
ST CATHARINES CKTB
CHICOUTIMI CRCS
QUEBEC CHRC CKCV CRCK
MONTREAL CFCF CHLP CKAC CRCM
NEW CARLISLE CHNC
CHARLOTTETOWN CFCY
SUMMERSIDE CHGS
MONCTON CKCW
SYDNEY CJCB
HALIFAX CHNS
WOLFVILLE CKIC
YARMOUTH CJLS
CHATHAM CFCO
FREDERICTON CFNB
SAINT JOHN CHSJ

Affiliation: Dominion Broadcasting Co.; Foothills Network.

Rep: Joseph Hershey McGillvra (U. S.). *Base rate:* $80.

No further information available after repeated requests.

CKUA, EDMONTON

Operator: University of Alberta. *Power:* 500 watts on 580 kc.

This station does not sell time—university-owned.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. *Phone:* 3872. *Power:* 100 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 28, 1928.

President: J. G. Hutchings. *Station manager:* Gerald Gaetz. *Commercial manager:* Arthur H. Nicholl. *Program director:* Robert Buss. *Chief engineer:* Robert Reagh. *Publicity director:* Cameron Perry.

Rep: United Broadcast Sales, Toronto. *News:* Canadian Press. *Seating facilities:* 15 persons. *Merchandising:* Limited service offered by sales department. *Foreign language programs:* Accepted if transcribed and authorized by C.B.C. *Artists bureau:* None. *Stock:* Principally held by H. R. Carson, Ltd. *Base rate:* $35.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; patent medicine copy must be approved by CBC.; all copy must conform to station standards and Canadian Broadcasting Corp. rules and regulations.

BRITISH COLUMBIA

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. *Phone:* 6106. *Power:* 100 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. *Program director:* Ronald G. Wells. *Chief engineer:* Jack Pilling. *Artists Bureau head, musical director:* Bertram Turvey.

Rep: H. K. Conover (Chicago, Milwaukee, Detroit); Niles-Richman (New York). *News:* CBC; local. *Seating facilities:* none. *Merchandising:* "full cooperation" offered. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* $20.

Copy restrictions: no beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision.

CFJC, KAMLOOPS

Operator: Kamloops Sentinel, Ltd. *Power:* 100 watts on 880 kc.

Rep: Joseph Hershey McGillvra (U.S.). *Base rate:* $20.

No further information supplied at this time; station will go to 1,000 watts soon and was changing its general setup at time of query.

CKOV, KELOWNA

Operator: Okanagan Broadcasters, Ltd. *Power:* 100 watts on 630 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: $20.

No further information available after repeated requests.

CJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., Box 2254. *Phone:* 737. *Power:* 1,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* January, 1933.

General and station manager: T. G. Robinson. *Commercial manager:* R. M. Dagg. *Program director:* C. R. Smith. *Chief engineer:* E. C. Connor. *Musical director:* L. W. Muirhead.

Rep: Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* All services rendered at actual cost. *Foreign language programs:* Accept Italian programs only. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: Conform to rules and regulations of the Canadian Broadcasting Corp.

CJOR, VANCOUVER

Operator: G. C. Chandler. *Power:* 500 watts on 600 kc. *Affiliation:* Dominion Broadcasting Co.

Rep (U. S.): Joseph Hershey McGillvra (East); Walter Biddick Co. (Pacific Coast). *Base rate:* $75.

No further information available after repeated requests.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. *Phone:* Seymour 2750. *Power:* 100 watts on 1010 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is owned by the Vancouver Daily Province.)

Station and commercial manager: W. G.


CANADA
ALBERTA CFAC Calgary
CJCA Edmonton
CJOC Lethbridge
BRITISH COLUMBIA CJAT Trail
CKWX Vancouver
MANITOBA CKX Brandon
CKY Winnipeg
QUEBEC CFCF Montreal
SASKATCHEWAN CKCK Regina
THESE STATIONS, EACH A LEADER IN ITS OWN PROVINCE, OPEN THE DOOR TO THIS VAST UNTAPPED CANADIAN MARKET.
United States Representatives
WEED & COMPANY
NEW YORK
DETROIT
CHICAGO

Hassell. *Program director:* Jack Avison. *Chief engineer:* H. G. McCrady. *Musical director:* Geneva Calangis. *Publicity director:* L. F. Hassell.

Rep: None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: None listed.

CKFC, VANCOUVER

Operator: Standard Broadcasting System, Ltd. *Power:* 50 watts on 1410 kc. (divides time with CKMO).

Rep: None. *Base rate:* $30.

No further information after repeated requests.

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson Street. *Phone:* SEY. 7711. *Power:* 100 watts on 1410 kc. *Affiliation:* British Columbia Network. *Opened:* 1923.

Managing director: B. A. Arundel. *Station and commercial manager:* H. M. Cooke. *Program and musical director:* A. Thompson, *Chief engineer:* R. Macness.

Rep: None. *News:* News Herald (local). *Seating facilities:* None. *Merchandising:* Complete publicity and merchandising service rendered free. *Foreign language programs:* Will accept; translation must be furnished. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: Conform to rules and regulations of CBC; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted.

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. *Phone:* Seymour 2288. *Power:* 100 watts on 1010 kc. (station shares time with CKCD). *Affiliation:* Canadian Pacific Communications. *Opened:* 1923.

General and station manager: A. Holstead. *Commercial manager:* Reginald M. Dagg. *Program and musical director:* Fred C. Bass. *Chief engineer:* E. Ross MacIntyre. *Publicity director:* V. L. Reed.

Rep: Weed & Co., New York, Chicago. *News:* Vancouver Sun. *Seating facilities:* None.

Merchandising: Window tie-in material; sales staff cooperates in contacting merchants, creating and carrying out any plans of sponsors. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by A. Holstead and William Hanlon. *Base rate:* $40.

Copy restrictions: Operate under rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision.

CRCV, VANCOUVER

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 1100 kc.

Base rate: $110.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CFCT, VICTORIA

Operator: Victoria Broadcasting Association, Radio Center. *Phone:* G 2014; E 2442. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* March 24, 1924.

General and commercial manager: G. W. Deaville. *Station manager:* Bernard Deaville. *Program director, artists bureau head:* Clarence Carville. *Chief engineer:* Cliff Deaville. *Musical director:* Art Farey. *Publicity director:* L. B. Parsons.

Rep: Joseph Hershey McGillvra, New York, Chicago. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* Programs given publicity on several of the station's programs. *Foreign language proprams:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* $30.

Copy restrictions: Conform to rules and regulations of CBC; no price quoting permitted; patent medicine copy must be passed by management; all advertising must conform to station code of ethics.

MANITOBA

CKX, BRANDON

Operator: Manitoba Telephone System. *Power:* 1,000 watts on 1120 kc.

Rep: Weed & Co. *Base rate:* $50.

No further information available after repeated requests.

CJRC, WINNIPEG

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Phone:* 92266. *Power:* 1,000 watts on 630 kc. *Affiliation:* Grain Belt Network. *Opened:* February 16, 1934.

General and station manager: H. R. McLaughlin. *Commercial manager:* J. L. C. MacPherson. *Program and musical director:* Harold Green. *Chief engineer:* Ken Cameron. *Publicity director:* George Titus.

Rep: All-Canada Radio Facilities, Ltd., Winnipeg, Toronto, Montreal; Joseph Hershey McGillvra, New York, Chicago.

News: Transradio. *Seating facilities:* None. *Merchandising:* Supply newspaper publicity, market data and coverage; contact dealers; mail announcements; window displays; etc. *Foreign language programs:* Will accept; translation must be furnished in advance and is strictly censored. *Artists bureau:* Yes. *Base rate:* $80.

Copy restrictions: All copy subject to rules and regulations and permission of the CBC.

CKY, WINNIPEG

Operator: Manitoba Telephone System, Winnipeg. *Phone:* 37131. *Power:* 15,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 13, 1923. (Note: the same owner also has CKX, Brandon.)

General and station manager: W. H. Backhouse. *Commercial manager:* Guy Herbert. *Program director:* R. H. Roberts. *Chief engineer:* G. H. Mills. *Musical director:* P. H. Richardson. *Publicity and public relations director:* D. R. P. Coats.

Rep: Weed & Co. (U. S.); United Broadcast Sales (Canada). *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* None at present; service to be established in the fall. *Foreign language programs:* Will accept, but no requests received to date. *Artists bureau:* None. *Base rate:* $120.

Copy restrictions: No liquor advertising; no price quoting.

CFNB, FREDERICTON

Operator: James S. Neill & Sons, Ltd. *Power:* 1,000 and 500 watts on 550 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* $50.

No further information available after repeated requests.

CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd. *Power:* 100 watts on 1370 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* $30.

No further information available after repeated requests.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. *Phone:* 3-2307. *Power:* 100 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February, 1934. (Note: This station is newspaper-owned by the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. *Commercial manager:* George Cromwell. *Program director, artists bureau head:* deB. Holly. *Chief engineer:* J. G. Bishop. *Publicity director:* Christine Fewings.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press; Transradio; Telegraph and Times (local). *Seating facilities:* 20 persons. *Merchandising:* Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* $40.

Copy restrictions: Conform to rules and regulations of CBC; spot announcements are limited to 100 words and are not accepted after 7:30 p.m. nor on Sunday; no price quoting permitted; all copy subject to station approval and government regulations.

NOVA SCOTIA

CHNS, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. *Phone:* B-8319. *Power:* 1,000 watts on 930 kc (operating schedule: 8 a.m. to midnight daily; Saturday, 12 noon to midnight; Sunday, 3 p.m. to midnight). *Affiliation:* Maritime Network; Canadian Broadcasting Corp. *Opened:* May 12, 1926. (Note: CHNS is associated with the Halifax Herald and Halifax Mail for news).

Director: William C. Borrett. *Commercial manager:* John L. Redmond. *Program director:* Lionel L. Shatford. *Chief operator:* Cecil A. Landry. *Musical director:* Richard L. Fry. *Publicity director:* Fletcher Coates.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged —other locations admission free. *Merchandising:* Supply information for sponsors; send out a house organ; newspaper schedules printed with sponsor's name. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abides by Canadian Broadcasting Corp. rules and regulations.

CJCB, SYDNEY

Operator: N. Nathanson, Radio Building. *Phone:* 170-209. *Power:* 1,000 watts on 1200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 14, 1929.

Station manager: N. Nathanson. *Program and musical director:* R. H. Wright. *Chief engineer:* F. G. O'Brien. *Publicity director:* C. Nunn.

Rep: Joseph Hershey McGillvra, New York. *News.* Transradio. *Seating facilities:* None. *Merchandising:* Services, rendered free, include publicity, window displays, etc. *Foreign language programs:* Accepted between 2 and 4 p.m. weekdays. *Artists bureau:* None. *Base rate:* $50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations.

CKIC, WOLFVILLE

Operator: Acadia University. *Power:* 50 watts on 1010 kc.

This station does not sell time—university-owned.

CJLS, YARMOUTH

Operator: Laurie L. Smith, Grand Hotel. *Phone:* 500. *Power:* 100 watts on 1310 kc. (operating schedule: 10 a.m. to 1 p.m. and 5:30 to 8 p.m. daily; Sunday, 11 a.m. to 12:30 p.m. and 7 to 8:30 p.m.). *Affiliation:* Maritime Network. *Opened:* April 6, 1934.

Station head, chief engineer: Laurie L. Smith. *Commercial manager, program director:* O. W. Loeb.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Publicity and program listings in Nova Scotia and New Brunswick papers. *Foreign language programs:* Accepted if approved by Canadian Broadcasting Corp. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: None listed.

ONTARIO

CKPC, BRANTFORD

Operator: Telephone City Broadcast, Ltd. *Power:* 100 watts on 930 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: $40.

No further information available after repeated requests.

CFCO, CHATHAM

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). *Phone:* 2626. *Power:* 100 watts on 630 kc. (licensed to operate full time; actual operating schedules: 7:30 a.m. to 1:30 p.m. and 4:30 to 11 p.m. daily; Sunday, 9:30 a.m. to 12.30 p.m. and 1:45 to 10:30 p.m.). *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

Station head, general manager: John Beardall. *Commercial manager:* Peter A. Kirkey. *Program director:* Ross Wright. *Chief engineer:* Gordon Brooks.

Rep: None. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. *Foreign language programs:* Accepted, subject to regulations of C.B.C. *Artists bureau:* None. *Base rate:* $30.

Copy restrictions: No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to governmental regulations.

CKPR, FORT WILLIAM

Operator: Dougall Motor Car Co., Ltd., Radio Hall. *Phone:* S. 315. *Power:* 100 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Feb. 27, 1931.

Station manager: H. F. Dougall. *Program director:* I. Jones. *Chief engineer:* R. H. Parker.

Rep: All-Canada Broadcasting System; United Broadcast Sales. *News:* Canadian Press; also own local service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Outside the English language, Finnish and Ukrainian would be the only ones useful; will accept. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 p.m.

CHML, HAMILTON

Operator: Maple Leaf Radio Co., Ltd. *Power:* 100 watts on 1010 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: None. *Base rate:* $40.

No further information available after repeated requests.

CKOC, HAMILTON

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. *Power:* 1,000 and 500 watts on 1120 kc. *Affiliation:* Dominion Broadcasting Co. *Opened:* 1922.

General manager: James Midgley. *Station manager:* Gordon Anderson. *Chief engineer:* Leslie Horton. *Musical director:* Charles Wellinger.

Rep: None. *News:* None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* $80.

Copy restrictions: None listed, other than that copy must conform to station standards.

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. *Phone* 616. *Power:* 100 watts on 1510 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* June 29, 1936. (Note: This station is operated on partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. *Chief engineer:* H. Stewart.

Rep: J. H. McGillvra, New York. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No policy formulated. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Ltd. *Power:* 100 watts on 1310 kc.

Base rate: $25.

No further information available after repeated requests.

CFPL, LONDON

Operator: London Free Press Printing Co., Hotel London. *Power:* 100 watts on 730 kc.

Rep: None. *Base rate:* $45.

Copy restrictions: No alcoholic beverages accepted.

No further information available after repeated requests.

CFCH, NORTH BAY

Operator: Northern Broadcasting Co., Ltd., Capitol Theatre Bldg. *Power:* 100 watts on 930 kc.

Base rate: $25.

No further information available after repeated requests.

CKCO, OTTAWA

Operator: G. M. Geldert, M. D., 272 Somerset St., W. *Phones:* Queen 8225; 2-3611. *Power:* 100 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 22, 1924.

Director: G. M. Geldert, M. D. *Station manager:* A. W. Ryan. *Program director:* H. G. Young. *Chief engineer:* I. R. Henderson. *Artists bureau head:* L. C. Hill. *Musical director:* L. A. Moss. *Publicity director:* L. A. Moss.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Through Radiad Service. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* $40.

Copy restrictions: Abide by rules and regulations of the CBC; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 100 words and are not accepted between 7:30 and 11 p.m.; all copy subject to station approval.

CRCO, OTTAWA

Operator: Canadian Broadcasting Corp., Chateau Laurier Hotel. *Phone:* Queen 54. *Power:* 1,000 watts on 880 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 27, 1924.

General and station manager: Charles Shearer.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $70.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.; no spot announcements permitted between 7:30 and 11 p.m.

CFLC, PRESCOTT

Operator: The Radio Association of Prescott, George St. *Phone:* 302. *Power:* 100 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

President, station and commercial manager: Charles Plumb. *Program director, artists bureau head:* John G. Andrews. *Chief engineer:* L. F. Knight. *Musical director:* Sid Phillips.

Rep: None. *News:* Canadian Press. *Seating facilities:* Studio, seating 20; two church auditoriums, seating 400 each, 25c admission. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* $75.

Copy restrictions: Advertising of any alcoholic beverages and price mentions prohibited by government; all copy subject to station approval.

CKTB, ST. CATHERINES

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. *Phone:* 3900. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 7, 1933.

President: E. T. Sandell. *Station manager:* Pauline Smyth. *Program director:* Bernard Mitchell. *Chief engineer:* W. H. Allen. *Musical director:* W. G. Adamson.

Rep: All-Canada Broadcasting System. *News:* None. *Seating facilities:* About 75 persons. *Merchandising:* Will make surveys, etc. *Foreign language programs:* Accepted; no announcements accepted. *Artists bureau:* None. *Stock:* Held by E. T. Sandell. *Base rate:* $35.

Copy restrictions: All copy subject to approval of the Canadian Radio Corporation; no alcoholic beverages of any type whatsoever; patent medicine continuity subject to approval of the Department of Health.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. *Phone:* 360. *Power:* 100 watts on 1,500 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Oct. 15, 1934.

Commercial manager: J. G. Hyland. *Program director:* J. C. Whitby. *Chief engineer:* S. C. Cusack.

Rep: Joseph Hershey McGillvra. *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. *Foreign language programs:* Never any inquiries; foreign announcements of 100 words must be paralleled in English. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations.

CHLT, SHERBROOKE

Operator: La Tribune. *Power:* 100 watts on 1210 kc.

Rep: None. *Base rate:* $35.

No further data available.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. *Phone:* 1675. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1922.

General manager: R. H. Thomson. *Station and commercial manager:* Jack K. Cooke. *Program director, chief engineer:* C. Snelgrove. *Musical director:* Chas. Trethewey. *Publicity director:* Don Bassett.

Rep: Northern Broadcasting Co. *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* Complete service free. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Accept beer advertising; spot announcements limited to 100 words, commercials to 1½ minutes per quarter-hour program; all copy subject to rules and regulations of Canadian Broadcasting Corp.

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. *Phone:* 280. *Power:* 1,000 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* August, 1935. (Note: This station is newspaper-owned: The Sudbury Star.)

President: W. E. Mason. *Station manager, commercial manager:* John D. Kemp. *Program director:* W. J. Woodill. *Chief engineer:* L. C. Parkes.

Rep: None. *News:* Canadian Press. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product included. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Medicinal copy accepted; no liquors or wines.

CKGB, TIMMINS

Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. *Phone:* 500. *Power:* 100 watts on 1420 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Press.)

President: R. H. Thomson. *Station manager:* William Wren. *Program director:* Gordon Archibald. *Chief engineer:* Edgar Ryan. *Publicity director:* Donald L. Bassett.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $25.

Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by CBC.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., 37 Bloor St., W. *Phone:* Midway 3515. *Power:* 10,000 watts on 690 kc. *Affiliation:* CBS. *Opened:* No date given.

Managing director: Harry Sedgwick. *Commercial manager:* Lloyd Moore. *Program director:* Roy Locksley. *Chief engineer:* John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Local. *Seating facilities:* 200 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $200.

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health.

CKCL, TORONTO

Operator: Dominion Battery Co., 444 University Ave. *Phone:* Adelaide 1014.

Power: 100 watts on 580 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1923.

President: Henry S. Gooderham. *Station manager, commercial manager:* A. E. Leary. *Program director, musical director, artists bureau head, publicity:* Maurice Rapkin. *Chief engineer:* Ernest O. Swan.

Rep: None. *News:* Canadian Press. *Seating facilities:* Century and Lansdowne Theatre tie-ups; both about 1,500 capacity. *Merchandising:* Arrange window displays; newspaper tie-ups; public address system tie-ups (station owned). *Foreign language programs:* Have Jewish program; 76,000 Jews claimed to be in the City of Toronto. *Artists bureau:* Yes; artists available to sponsors; no booking charge leveled against artists. *Base rate:* $60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of CBC; spot announcements limited to 75 words and not accepted between 7:30 and 11 p.m.

CRCT, TORONTO

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 840 kc. *Affiliation:* NBC.

Base rate: $150.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKCR, WATERLOO

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. *Phone:* 4360. *Power:* 100 watts on 1510 kc. *Affiliation:* None listed. *Opened:* 1929.

Station manager: W. C. Mitchell. *Commercial manager:* G. Liddle. *Program director:* Doc. Lindsey. *Chief engineer:* Ion Hartman. *Musical director:* Prof. C. F. Thiele.

Rep: None. *News:* None. *Seating facilities:* Medium-sized studio; capacity not listed. *Merchandising:* Cooperate with advertisers to "fullest extent." *Foreign language programs:* No requests have ever been received, but German programs would be acceptable in territory. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Beer, wine and liquor advertising prohibited by policy of Canadian Broadcasting Corp., by which station operates; accept patent medicines; all copy subject to station approval.

CKLW, WINDSOR

See Detroit, Michigan.

CRCW, WINDSOR

Operator: Canadian Broadcasting Corp. *Power:* 1,000 and 500 watts on 600 kc.

Base rate: $90.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKNX, WINGHAM

Operator: W. T. Cruickshank and B. Howard Bedford. *Power:* 50 watts on 1200 kc.

Rep: Joseph Hershey McGillvra. *Base rate:* $20.

No further data available after repeated requests.

PRINCE EWARD ISLAND

CFCY, CHARLOTTETOWN

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. *Phone:* 741; 1303. *Power:* 1,000 watts on 630 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. *Commercial manager, program di-*

CFCF
MONTREAL

BI-LINGUAL
BROADCASTS?

Should the programme be English or French . . . or both? If you would like to have the programme situation in Montreal explained . . . write us for full details.

N. B. C.
RED & BLUE

rector, artists bureau head, publicity: L. A. McDonald. *Chief engineer:* J. Q. Adams. *Musical director:* Mrs. K. S. Rogers.

Rep: None. *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. *Foreign language programs:* Accepted; if programs are not recorded, there is a special announcer's fee. *Artists bureau:* Yes; talent not listed. *Base rate:* $60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7 p.m.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. *Phone:* 134. *Power:* 50 watts on 1450 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

President: H. T. Holman. *Station and commercial manager:* R. L. Mollison. *Program director:* J. E. Millman. *Chief engineer:* W. R. Cannon.

Rep: None. *News:* CBC; Christian Science Monitor. *Seating facilities:* 50 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. *Foreign language programs:* No rules; audience composed entirely of English-speaking people. *Artists bureau:* None. *Base rate:* $25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations.

QUEBEC

CRCS, CHICOUTIMI

Operator: Canadian Broadcasting Corp. *Power:* 100 watts on 950 kc.

Base rate: $25.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish any more data at this time.)

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. *Phone:* Sherwood 1820. *Power:* 100 watts on 1210 kc. *Affiliation:* Canadian Broadcasting Corp.; Provincial Network. *Opened:* June 30, 1932.

Director: Alexander Dupont. *Chief engineer:* J. F. Champagne. *Musical director:* Rene Marier. *Publicity director:* A. W. Monette.

Rep: None. *News:* Canadian Press. *Seating facilities:* Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. *Merchandising:* No service listed. *Foreign language programs:* Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). *Artists bureau:* Has complete roster of artists; latter are not under contract to station, however. *Stock:* Principally held by Josaphat Pharand. *Base rate:* $40.

Copy restrictions: Accept advertising for beer, wines and alcoholic beverages; also patent medicines; no announcements between 7 and 11 p.m.

CFCF, MONTREAL

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. *Phone:* Marquette 7086. *Power:* 500 watts on 600 kc. *Affiliation:* NBC Canadian Group. *Opened:* 1921.

Station manager: Victor F. Nielsen. *Program director:* J. A. Shaw. *Chief engineer:* K. R. Paul.

Rep: Weed & Co., New York, Chicago. *News:* Canadian Press; Transradio. *Seating facilities:* Organ Hall, seating 300 persons. *Merchandising:* Publicity through radio columns in both English and French newspapers. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* $125.

Copy restrictions: Beer and wine accepted with time signals and other services only, and copy must not tend to encourage use of such beverages; no hard liquor; patent medicine copy accepted if approved by National Board of Health; spot announcements limited to 75 words, chain breaks to 15; commercials limited to 250 words per quarter-hour, 600 words per half-hour, 1,000 words per hour.

CHLP, MONTREAL

Operator: LaPatrie. *Power:* 100 watts on 1120 kc. *Affiliation:* None.

Rep: None. *Base rate:* $75.

No further information available after repeated requests.

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. *Phone:* Lancaster 5125. *Power:* 5,000 watts on 730 kc. *Affiliation:* CBS. *Opened:* June, 1922. (Note: This station is newspaper-owned—La Presse.)

Director: Phil. Lalonde. *Program director:* Yves Bourassa. *Chief engineer:* Leonard Spencer.

Rep: Joseph Hershey McGillvra. *News:* British United Press. *Seating facilities:* Three theatres, 800, 1,100 and 1,500. *Merchandising:* Complete listings in paper; no other services listed. *Foreign language programs:* Station is bilingual; most announcements are given in French as well as English. *Artists bureau:* None. *Base rate:* $165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words.

CRCM, MONTREAL

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 910 kc.

Base rate: $100.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CHNC, NEW CARLISLE

Operator: Gaspesia Radio Broadcasting Co., Ltd., New Carlisle. *Phone:* 38. *Power:* 1,000 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 23, 1933.

President: George M. Kempffer. *Station and commercial manager:* Dr. Charles Houde. *Program director:* J. D. Boudreau. *Musical director:* L. J. Allard. *Publicity director:* V. Bernard.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Publicity and listings in various newspapers. *Foreign language programs:* Will accept, provided literal English or French translation is furnishing in advance. *Artists bureau:* None. *Base rate:* $60.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by stations; all continuities and commercials must conform to station standards and C.B.C. rules and regulations.

CHRC, QUEBEC

Operator: CHRC, Limitee, Victoria Hotel. *Phone:* 2-8178. *Power:* 100 watts on 580 kc. *Affiliation:* None. *Opened:* April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. *Program director:* T. H. Burham. *Chief engineer:* Oscar Marcoux. *Artists bureau head:* A. Pelletier. *Musical director:* Gilbert Darisse. *Publicity director:* S. Breton.

Rep: Joseph Hershey McGillvra. *News:* Gathered locally by station. *Seating facilities:* Accommodations for 600; admission free; sponsor pays so much rental per show. *Merchandising:* Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. *Foreign language programs:* Territory is bilingual; programs taken in French or English; no other languages. *Artists bureau:* Yes; handle over 100 artists per week. *Stock:* Principal holders are the Hon. Senator L. Moraud, Maj. Ed. Flynn, Emile Fontaine, Capt. J. H. Baribeau and J. N. Thivierge. *Base rate:* $40.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. *Phone:* 2-1585. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* September, 1925.

President: Jules Brilland. *Station and commercial manager, publicity director:* Paul Lepage. *Program director:* Jean Nel. *Chief engineer:* Charles Frenette. *Musical director:* O. Letourneau.

Rep: All-Canada Broadcasting System. *News:* Canadian Press. *Seating facilities:* 125 persons. *Merchandising:* None. *Foreign language programs:* 90% of programs are given in French. *Artists bureau:* None. *Base rate:* $35.

Copy restrictions: Abide by the rules of Canadian Broadcasting Corp.

CRCK, QUEBEC

Operator: Canadian Broadcasting Corp. *Power:* 1,000 watts on 1050 kc.

Base rate: $70.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

SASKATCHEWAN

CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. *Phone:* 2377. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July 1, 1933 (as a commercial station. (Note: This station was established in 1922 as 10AB, a community enterprise carried on by public subscription. It was then non-commercial. In 1933 drought conditions forced a revision of service, and commercialization as CHAB, Ltd. It became actively commercial in November, 1934.)

Station manager: H. C. Buchanan. *Commercial manager:* E. Glover. *Program di-*

rector, publicity: L. A. Bourgeois. *Chief engineer:* A. E. Jacobson.

Rep: All-Canada Broadcasting System; United Broadcast Sales, Ltd.; Associated Broadcasting Co., Ltd. *News:* Canadian Press. *Seating facilities:* About 200. *Merchandising:* Use Radio Merchandising Service, and Radiad Service. *Foreign language programs:* Will accept; population is overwhelmingly English-speaking, however. *Artists bureau:* None. *Base rate:* $40.

Copy restrictions: No beer, wine or alcoholic beverages of any type; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp.

CJRM, REGINA

Operator: James Richardson & Sons. *Power:* 1,000 watts on 540 kc.

Rep: Joseph Hershey McGillvra (U. S.)

Copy restrictions: Alcoholic beverage advertising not accepted.

CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. *Phone:* 6785. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* April, 1922. (Note: This station is owned by the Regina Leader-Post.)

General manager: M. V. Chesnut. *Commercial manager:* A. Balfour. *Program director, artists bureau head:* W. Speers. *Musical director:* A. Smith.

Rep: Weed & Co. (U.S.) United Broadcast Sales, Ltd. *News:* Canadian Press. *Seating facilities:* 300 persons. *Merchandising:* Supply listings and publicity through Leader-Post; make dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. *Foreign language programs:* No set rules, as no requests have been received to date. *Artists bureau:* Setup nominal only. *Base rate:* $60.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFQC, SASKATOON

Operator: A. A. Murphy & Sons, Ltd., 216 First Avenue, N. *Phone:* 7282; 5374. *Power:* 1,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1923.

Owner, general and station manager: A. A. Murphy. *Commercial manager, program director:* Vernon Dallin. *Chief engineer:* S. Clifton. *Musical director:* C. Cairns.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* $80.

Copy restrictions: Abide by rules and regulations of Canadian Broadcasting Corp.

CJGX, YORKTON

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Power:* 100 watts on 1390 kc.

Rep: Joseph Hershey McGillvra (U. S.). *Base rate:* $35.

No further information available after repeated requests.

FOOTNOTE ON CANADA

Throughout the Canadian station write-ups, reference is made to the "rules and regulations of the Canadian Broadcasting Corporation." To define these rules further, however, has not been a possibility at the current time. The Canadian Broadcasting Corporation has within recent months grown out of a predecessor regulatory body, with the result that policies of any kind are still in the formulative stage.

Due to this fact, no notations of policy whatsoever are herein made; the point is left indefinite, rather than have an out-dated set of printed regulations cause confusion later on.

COMMERCIAL BROADCASTING IN FOREIGN NATIONS

Aside from the United States and its territorial possessions and the Dominion of Canada, about 40 other nations and principalities of the world allow radio broadcasting in a commercial sense.

Clearcut descriptions of the various situations are, however, impossible. In many nations radio is very new—as in South America. Changes in station ownership, location, or even existence, are frequent. For that reason, full-length descriptions are herewith omitted as next to useless.

Such data as is presented derives largely from Department of Commerce Reports.

By "set tax" is meant the periodic fee paid by the listener to his government for the privilege of operating a receiving set.

ALGERIA (French possession). Area of 847,500 square miles; population 6,500,000. *Receiving sets:* About 42,000. *Set tax:* Varies from 15 to 200 francs, depending on type of set. There is one commercial station in this country.

ARGENTINA, REPUBLIC OF. Area of 1,150,000 square miles; population 12,370,000. *Receiving sets:* About 1,000,000. *Set tax:* None. There are over 30 commercial stations in this country.

AUSTRALIA, COMMONWEALTH OF. (British possession). Area of 2,975,000 square miles; population, 6,677,000. *Receiving sets:* 855,000. *Set tax:* One pound, one shilling. There are about 75 commercial stations in this country.

BELGIUM, KINGDOM OF. Area of 11,750 square miles; population, 8,215,000. *Receiving sets:* 850,000. *Set tax:* 60 francs. There are about a dozen commercial stations in this country.

BOLIVIA, REPUBLIC OF. Area of 506,000 square miles; population, 3,000,000. *Receiving sets:* 20,000. *Set tax:* None.

BRAZIL, UNITED STATES OF, SOUTH AMERICA. Area of 3,285,000 square miles; population 45,330,000. *Receiving sets:* 330,000. *Set tax:* None. There are about 60 commercial stations in this country.

CANARY ISLANDS (possession of Spain). Area of 4,000 square miles; population, 565,000. *Receiving sets:* About 4,000. *Set tax:* Five to 50 pesetas. One commercial radio station.

CHILE, REPUBLIC OF. Area of 286,300 square miles; population, 4,300,000. *Receiving sets:* 60,000. *Set tax:* None. Over 50 commercial radio stations.

CHINA, REPUBLIC OF. Area of 1,532,000 square miles (China Proper); population, 371,000,000. *Receiving sets:* 300,000 (China Proper). *Set tax:* None. Number of commercial stations is uncertain, and constantly changes. Shanghai has 37 stations (commercial and noncommercial) which is more than any other city in the world.

COLOMBIA, REPUBLIC OF. Area of 444,000 square miles; population, 8,894,000. *Receiving sets:* 46,000. *Set tax:* None. There are about 30 commercial stations.

COSTA RICA, REPUBLIC OF. Area of 23,000 square miles; population, 552,000. *Receiving sets:* About 7,000. *Set tax:* None. There are about 10 commercial radio stations.

CUBA, REPUBLIC OF. Area of 44,000 square miles; population, 3,765,000. *Receiving sets:* Somewhat over 100,000. *Set tax:* None. There are about 65 commercial stations.

DANZIG, FREE CITY OF. Area of 754 square miles; population, 410,000. *Receiving sets:* 29,000. *Set tax:* 2.50 Danziger gulden. There is one commercial station in this country.

DOMINICAN REPUBLIC (Santo Domingo). Area of 19,325 square miles; population, 1,500,000. *Receiving sets:* About 6,000. *Set tax:* None. There are about 35 commercial stations in this country.

ECUADOR, REPUBLIC OF. Area of 118,500 square miles (unofficial); population, 2,000,000 (unofficial). *Receiving sets:* Approximately 5,000. *Set tax:* None. There are about 10 commercial radio stations in this country.

FRANCE, REPUBLIC OF. Area of 212,600 square miles; population, 42,000,000. *Receiving sets:* 2,600,000. *Set tax:* 15 to 200 francs. There are 12 commercial stations in France. (Note: An extremely high tax of 48% on gross time costs is charged against foreign advertisers using French radio. This tax must be paid by the advertiser.

FRENCH MOROCCO (African protectorate of France). Area of 200,000 square miles; population, 5,000,000. *Receiving sets:* 29,500. *Set tax:* 50 francs. There is one commercial radio station.

GUATEMALA, REPUBLIC OF. Area of 45,400 square miles; population, 2,250,000. *Receiving sets:* 8,000. *Set tax:* $3. There are three commercial radio stations in this country.

HAITI, REPUBLIC OF. Area of 10,200 square miles; population, 2,600,000. *Re-*

ceiving sets: About 3,000. *Set tax:* None. There are four commercial radio stations.

HONDURAS, REPUBLIC OF. Area of 44,275 square miles; population, 854,000. *Receiving sets:* 8,000. *Set tax:* None. There are two commercial radio stations.

LITHUANIA, REPUBLIC OF. Area of 21,400 square miles; population, 2,471,000. *Receiving sets:* Upward of 30,000. *Set tax:* .80 to 4.00 Lits per month. There are two stations, both government-owned and operated; one accepts advertising.

LUXEMBOURG, GRAND DUCHY OF. Area of 999 square miles; population, 303,000. *Receiving sets:* 20,000. *Set tax:* None. There is one station in this country, operating commercially on 200,000-watts. Because of the restrictions against radio advertising in neighboring European nations, and the power of its signal, this station is reputed to charge the highest time rates in the world.

MEXICO, REPUBLIC OF. Area of 767,000 square miles; population, 16,500,000. *Receiving sets:* 360,000. *Set tax:* None. There are over 70 commercial radio stations.

NEWFOUNDLAND (British Dominion). Area of 42,700 square miles (Labrador has an area of 232,500 square miles); population, 285,000 (Labrador's population is 4,700). *Receiving sets:* 8,000. *Set tax:* $2. There are three commercial radio stations.

NICARAGUA, REPUBLIC OF. Area of 49,200 square miles; population, 750,000. *Receiving sets:* 1,700. *Set tax:* None. There are three commercial radio stations.

PANAMA, REPUBLIC OF. Area of 33,600 square miles; population, 467,000. *Receiving sets:* 7,000 to 8,000. *Set tax:* None. There are seven commercial stations in this country.

PARAGUAY, REPUBLIC OF. Area of 61,650 square miles; population, 850,000. *Receiving sets:* 6,000. *Set tax:* None. There are perhaps half a dozen commercial radio stations in this country.

PERU, REPUBLIC OF. Area of 482,000 square miles (League of Nations estimate); population, 6,100,000. *Receiving sets:* 19,000. *Set tax:* None. There are upwards of 15 commercial radio stations in this country.

POLAND, REPUBLIC OF. Area of 150,000 square miles; population, 33,310,000. *Receiving sets:* Upwards of 520,000. *Set tax:* 1 to 3 zlotys. There are nine commercial radio stations.

PORTUGAL, REPUBLIC OF. Area of 35,490 square miles; population, 6,235,000. *Receiving sets:* 52,300. *Set tax:* 6 escudos per month. There are two commercial radio stations in Portugal on a temporary arrangement. According to a U. S. Department of Commerce bulletin: "Radio advertising is prohibited by law in Portugal, but a special temporary concession has been granted the Radio Club Portugues to broadcast advertisements. . . ."

RUMANIA, KINGDOM OF. Area of 113,880 square miles; population, 19,000,000. *Receiving sets:* Upwards of 200,000. *Set tax:* 50 to 200 lei fixed charge for a license; 300 to 600 lei annually for private subscriptions. There are two commercial stations.

EL SALVADOR, REPUBLIC OF. Area of 13,000 square miles; population, 1,550,000. *Receiving sets:* 7,000 (of which about 4,250 are in actual use). *Set tax:* 5 colones. There is one commercial station in this country.

SIAM, KINGDOM OF. Area of 198,000 square miles; population, 11,500,000. *Receiving sets:* 28,600. *Set tax:* 50 Stgs to 3 Baht; application form, 10 Stgs. There are three commercial stations in Siam, but, says the U. S. Department of Commerce "commercial advertising is not often done by radio, since it is rather expensive and there are numerous Siamese and Chinese publications in which it can be done to better advantage."

SPAIN, REPUBLIC OF. Area of 190,000 square miles; population, 28,719,000. *Receiving sets, taxes, commercial broadcasting stations:* No data available since beginning of the civil war. Prior to that time Spain had a number of commercial stations.

URUGUAY, REPUBLIC OF. Area of 72,150 square miles; population, 2,000,000. *Receiving sets:* About 115,000. *Set tax:* None. There are upwards of 30 commercial radio stations.

VENEZUELA, REPUBLIC OF. Area of 352,000 square miles; population, 3,260,000. *Receiving sets:* Upwards of 47,000. *Set tax:* None. There are about 25 commercial radio stations.

YUGOSLAVIA, KINGDOM OF. Area of 96,300 square miles; population, 14,300,000. *Receiving sets:* 80,000. *Set tax:* About $7 in U. S. money. There are three commercial stations in this country—i.e., three that will accept advertising, although commercialism is not stressed and there are frequent complaints about it from listeners.

TRANSFERS AND LEASES OF BROADCASTING LICENSES

What the figures below show are the prices paid for purchases, rental, or stock acquisition in various broadcasting stations.

Data for the two tables is taken verbatim from the *Congressional Record* of February 3, 1937. These figures are unaltered in every respect, even where there appear to be very slight errors. The sole omissions from the original are: station location, file number of the case, assignor, assignee, and the date of the transfer grant.

Table I is subheaded "applications for consent under sec. 310 of the Communications Act of 1934 for assignment of licenses granted by Federal Communications Commission for period July 1, 1935, to December 8, 1936."

Table II is subheaded "applications for consent under sec. 310 of the Communications Act of 1934 to transfer control of licensee corporation granted by Federal Communications Commission during period from July 1, 1935, to December 8, 1936."

When a station is listed twice in succession it means there were two succeeding transactions during the designated period.

TABLE I

Station.	Original cost fixed assets.	Replacement cost of fixed assets.	Total claimed value of physical and intangible assets.	Period.	Station earnings (Net profit).	Consideration Paid.
KCMO	$10,473.45	$11,141.45	$2,500.00	6	$1,347.82	$18,000.00
KFJR	6,461.72	13,500.00	19,481.80	8	1,008,97	28,500.00
KFVD	9,105.20	14,025.00	7,908.10	6	2,381.78	65,000.00
KFYO	11,733.58	11,351.73	21,000.00	6	1,792.82	21,000.00
KIDW	15,000.00	8,000.00	3,000.00	6	*942.54*	*1,200.00
KMMJ	40,934.79	39,007.30	47,143.20	6	*3,037.03*	60,000.00
KOIL	69,068.02	65,349.34	35,229.88	3	*1,686.77*	110,000.00
KOMA	20,966.01	21,852.00	196,000.00	6	17,597.58	171,000.00
KOY	22,010.35	13,833.12	50,000.00	6	4,833.31	50,000.00
KPDN	11,734.79	11,734.79	10,914.56	2	1,885.46	15,000.00
KRE	14,494.05	11,250.00	6,707.44	6	101.32	16,978.23
KRQA	5,062.11	4,047.63	14,332.39	6	*869.35*	15,000.00
KSO	27,600.00	27,600.00	134,950.00	3	*6,615.00*	1.00
KTAT	86,861.04	75,469.99	176,000.00	6	*3,000.00*	160,000.00
KTAT	86,861.04	75,469.99	160,631.22	1	1,099.39	†170,000.00
KTSA	72,355.38	78,941.47	208,000.00	6	*4,000.00*	180,000.00
KVOL	4,970.53	4,970.53	7,492.51	3	1,915.57	†7,203.82
KVOR	19,848.40	19,727.00	70,629.73	6	4,621.50	80,000.00
KWG	12,044.42	12,044.42	46,687.33	6	8,823.58	1.00
KYA	52,968.80	27,200.00	*25,658.67*	3	*13,740.70*	1.00
WACO	14,896.12	17,965.00	62,000.00	6	6,600.00	50,000.00
WATL	21,794.00	11,454.00	12,450.00	3	*173.25*	16,500.00
WATL	21,794.00	11,450.00	6,000.00	6	3,803.27	4,500.00
WCSH	71,942.20	145,718.04	61,680.09	6	9,426.60	200,000.00
WCOP	42,620.80	42,620.80	57,306.05	1	*2,129.07*	‡57,000.00
WCPO	53,500.00	55,158.00	42,570.10	6	*941.92*	53,500.00
WEBR	169,884.90 (Not known—sic)	120,964.75	99,250.00	6	7,232.85	120,000.00
WEEI	451,978.00	463,234.00	497,907.00	6	66,486.43	*219,000.00
WELI	30,492.96	30,492.96	57,127.10	6	*6,184.95*	†57,000.00
WEST	19,000.00	19,000.00	12,750.00	3	*661.78*	19,000.00
WQAN	18,000.00	18,000.00	338,000.00	..	.....	1.00
WSGN	.....	.....	.....	..	.....	.....
WSGN	12,000.00 (Not known—sic)	12,000.00	6,784.00	7	2,592.42	*6,000.00
WTAQ	21,691.25	32,121.45	24,569.25	3	914.10	30,000.00
WWNC	34,440.98	25,254,50	9,223.03	6	11,218.87	1.00

Italics signify a deficit. *Annual rental. †In stock. ‡Per annum.

TABLE II

Station.	Replacement cost of fixed assets.	Stock transferred (common).	Percent of total stock issued.	Claimed value of stock transferred including physical and intangible values.	Period.	Station earnings (net profit).	Consideration paid.
KCKN	$13,000.00	100	100	$15,000.00	12	$2,207.87	$18,900.00
KFNF	53,793.30	250	42	25,000.00	1	326.00	37,500.00
KFPY	26,000.00	164⅔	65⅝	29,000.00	6	17,926.50	10,193.09
KFRU	29,349.09	350	100	23,549.94	6	94.08	60,000.00
KFRU	29,549.94	350	100	30,000.00	5	*1,106.50*	91,277.36
KGFG	12,000.00	133⅓	66⅔	12,000.00	15	*1,600.00*	6,000.00
KGFG	15,157.53	133⅓	66⅔	7,610.00	6	1.076.01	22,250.00
KGKO	17,412.13	350	100	90,000.00	6	3,602.58	105,000.00
KIRO	25,000.00	975	38	10,000.00	5	1,158.00	12,000.00
KLZ	58,100.00	23,400	52	45,000.00	6	24,160.18	104,000.00
KNOW	10,006.50	10,000	100	49,000.00	6	1,100.00	45,000.00
KNX	217,237.85	1,500	100	236,520.21	12	107,933.70	1,250,000.00
WCAX	15,000.00	109	49	13,000.00	6	72.00	Gift
WCBD	30,000.00	100	100	4,700.00	6	*5,299.86*	10,000.00
WCHV	15,565.50	1,125	28	4,300.00	6	*346.77*	4,500.00
WCOA	25,500.00	200	⎧200⎫ ⎩sic⎭	24,000.00	6	*1,036.66*	37,500.00
WDBJ	.....	400	16	.....	..	.....	Gift
WDNC	14,706.48	684	100	8,000.00	6	4,928.97	13,260.00
WEST	19,000.00	3,500	70	8,925.00	3	*661.78*	22,500.00
WGCM	Not known	280	100	7,000.00	..	.....	⎧9,200.00⎫ ⎩in stock⎭
WHDL	7,320.84	123	33⅓	7,000.00	9	7,666.00	12,300.00
WHK	363,980.80	1,000	100	.....	6	*6,000.00*	*.....
WHOM	119,294.92	1,875	75	80,000.00	⎧6 ⎩6	*5,400.00* 11,000.00	92,750.00
WJAY	27,560.30	666⅔	66⅔	16,000.00	6	50.00	*.....
WLAP	18,056.13	256	51	9,700.00	12	2,114.86	14,080.00
WMBH	13,000.00	90	42	14,000.00	6	5,220.58	30,000.00
WNBR	32,370.81	224	100	12,000.00	6	*400.95*	50,000.00
WOC	16,230.13	100	100	16,000.00	6	3,969.50	10,000.00
WOV	85,000.00	766	100	150,000.00	6	22,501.34	239,005.73
WOWO	243,060.83	800	100	157,000.00	12	13,216.75	290,000.00
WRDW	18,153.90	80	100	26,000.00	6	5,063.55	25,000.00

Italics indicate a deficit. *Stock in substance.

TOTAL BROADCAST REVENUE 1936, 1935, 1934

Reports on total broadcast revenue are taken from the annual compilations made by the National Association of Broadcasters. The first comprehensive study of this type was conducted by the N. A. B. for the year 1934. Subsequently the format has been retained virtually intact, thus enabling a three-year comparison on the following pages.

Attention should be called to the fact that under the heading "Broadcast Advertising by Type of Sponsoring Business," a breakdown is included of network business. Elsewhere in this book is another network business breakdown, made by the networks themselves, and somewhat more detailed than the N. A. B. breakdown.

TOTAL REVENUE—Continued

Gross Time Sales

	1936.	1935.	1934.
National networks	$59,671,244	$50,067,686	$42,647,081
Regional networks	1,367,812	1,110,739	717,117
National non-network	24,141,360	17,063,688	13,541,770
Local	22,370,470	19,281,735	15,981,201
Total	$107,550,886	$87,523,848	$72,887,169

Comparisons Between Major Media

	1936.	1935.	1934.
Radio broadcasting	$107,550,886	$87,523,848	$72,887,169
National magazines*	143,790,669	123,093,289	116,268,492
National Farm papers*	7,013,154	5,565,059	5,200,067
Newspapers	568,593,000	517,513,000	485,481,718
Total	$826,947,709	$733,695,196	$679,837,446

(*Publishers Information Bureau.)

Non-Network Radio Advertising by Power of Station

Power of station.	*Gross time sales.*		
	1936.	1935.	1934.
Over 1,000 watts	$19,617,140	$16,564,505	$13,408,584
250 to 1,000 watts	19,713,950	14,523,795	12,132,301
100 watts	7,180,740	5,257,213	3,982,086
Total	$46,511,830	$36,345,513	$29,522,971

Non-Network Advertising by Geographical Districts

Geographical district.	*Gross time sales.*		
	1936.	1935.	1934.
New England-Middle Atlantic Area	$10,799,850	$8,945,782	$9,815,695
South Atlantic-South Central Area	9,214,070	6,060,358	3,944,650
North Central Area	18,073,230	13,941,087	10,822,445
Pacific and Mountain Area	8,424,680	7,398,286	4,940,181
Total	$46,511,830	$36,345,513	$29,522,971

Non-Network Advertising by Type of Rendition (1936)

Type of rendition.	*National non-network.*	*Local.*	*Total.*
Electrical transcriptions	$8,998,075	$2,471,845	$11,469,920
Live talent programs	10,869,120	11,452,540	22,321,660
Records	110,860	821,050	931,910
Announcements	4,163,305	7,625,035	11,788,340
Total	$24,141,360	$22,370,470	$46,511,830

Non-Network Advertising by Type of Rendition (1935)

Type of rendition.	*National non-network.*	*Local.*	*Total.*
Electrical transcriptions	$5,870,614	$1,743,894	$7,614,508
Live talent programs	8,015,119	9,664,411	17,679,530
Records	103,914	745,157	849,071
Announcements	3,074,131	7,128,273	10,202,404
Total	$17,063,778	$19,281,735	$36,345,513

Non-Network Advertising by Type of Rendition (1934)

Type of rendition.	*National non-network.*	*Local.*	*Total.*
Electrical transcriptions	$5,090,925	$1,308,265	$6,399,190
Live talent programs	5,798,723	8,356,675	14,155,399
Records	55,847	407,280	463,127
Announcements	2,596,275	5,908,980	8,505,255
Total	$13,541,770	$15,981,201	$29,522,971

Broadcast Advertising by Type of Sponsoring Business (1936)

Type of Sponsoring Business.	National Networks.		Regional Networks.		National Non-networks.		Local.		Total.	
1a. Amusements	.....	...	$1,509	.1%	$127,470	.5%	$478.500	2.1%	$607,479	.6%
1–2. Automobiles and accessories—										
1. Automobiles	$4,623,743	7.7%	7,070	.5%	2,660,070	11.0%	1,390,735	6.2%	8,681,618	8.1%
2. Accessories, gas and oils	4,754,419	7.9%	252,120	18.5%	1,902,300	7.9%	905,325	4.0%	7,814,164	7.3%
3. Clothing and apparel	370,280	.6%	4,976	.4%	468,060	1.9%	3,065,900	13.7%	3,909,216	3.6%
4–5. Drugs and toilet goods—										
4. Drugs and pharmaceuticals	5,036,317	8.4%	105,443	7.7%	4,500,610	18.6%	719,620	3.2%	10,361,990	9.6%
5. Toilet goods	11,384,111	19.1%	53,155	3.9%	1,220,320	5.1%	241,380	1.1%	12,898,966	12.0%
6–8. Food products—										
6. Foodstuffs	11,211,087	18.8%	359,641	26.3%	5,026,440	20.8%	2,946,020	13.2%	19,543,188	18.2%
7. Beverages	4,469,454	7.5%	113,714	8.3%	717.870	2.9%	1,256,040	5.6%	6,557,078	6.1%
8. Confections	1,281,418	2.2%	27,529	2.0%	378,840	1.6%	82,990	.4%	1,770,777	1.6%
9–10. Household goods—										
9. Household equipment and furnishings	417,799	.7%	54,164	3.9%	858,035	3.6%	2,271,325	10.2%	3,601,323	3.3%
10. Soaps and kitchen supplies	4,174,139	7.0%	61,752	4.5%	1,344,600	5.6%	93,150	.4%	5,673,641	5.3%
11. Insurance and financial	567,123	.9%	12,937	1.0%	243,630	1.0%	913,610	4.1%	1,737,300	1.6%
12. Radios	1,388,846	2.4%	1,328	.1%	266,070	1.1%	231,050	1.0%	1,887,294	1.7%
13 Retail establishments	.....	...	9,545	.7%	146,245	.6%	1,880,850	8.4%	2,036,640	1.9%
14 Tobacco products	4,656,641	7.9%	105,610	7.7%	886,080	3.6%	86,755	.4%	5,735,086	5.3%
15 Miscellaneous	5,335,867	8.9%	197,319	14.4%	3,394,720	14.2%	5,807,220	26.0%	14,735,126	13.8%
Total	$59,671,244	100.0%	$1,367,812	100.0%	$24,141,360	100.0%	$22,370,470	100.0%	$107,550,886	100.0%

Retail Broadcast Advertising Over Individual Stations

	1936.		1935.		1934.	
Automobile and accessories—						
Automobile agencies and used car dealers	$1,422,050	11.5%	$991,595	9.3%	$594,400	8.3%
Gasoline stations, garages, etc.	472,760	3.8%	638,195	6.0%	525,997	7.3%
Clothing and apparel shops	3,257,360	26.5%	2,810,962	26.4%	1,681,573	23.3%
Drugs and toilet goods—						
Drug stores	198,245	1.6%	245,428	2.3%	180,220	2.5%
Beauty parlors	102,240	.8%	108,393	1.0%	59,358	.8%
Food products—						
Grocery stores, meat markets, etc.	667,550	5.4%	587,265	5.5%	568,157	7.9%
Restaurants, eating places	258,150	2.1%	245,506	2.3%	222,461	3.1%
Beverage retailers	31,960	.3%	42,739	.4%	11,187	.2%
Confectionery stores, etc.	30,980	.3%	26,459	.3%	23,535	.3%
Household goods—						
Household equipment, retailers	747,210	6.1%	652,914	6.1%	413,340	5.7%
Furniture stores	1,238,490	10.1%	1,045,802	9.9%	612,223	8.5%
Hardware stores	214,550	1.8%	220,838	2.0%	134,525	1.8%
Radio retailers	212,570	1.7%	172,219	1.6%	145,805	2.0%
Department, general stores	2,029,461	16.5%	1,768,990	16.6%	1,351,282	18.7%
Tobacco shops	3,090	0.0%	8,702	.1%	8,896	.1%
Miscellaneous	1,416,290	11.5%	1,074,192	10.2%	650,109	9.5%
Total	$12,302,956	100.0%	$10,640,199	100.0%	$7,183,069	100.0%

LOCAL-NATIONAL RATE DIFFERENTIALS

Many stations have two—and sometimes more—rates in the "spot" or non-network sense. One applies to national advertisers, the other to local sponsors. (If there is a third rate it is generally a "regional rate.")

Below is a comparison between the local and national rates of various stations. Station call letters are omitted:

	National Base Rate*	Local Base Rate*
Station 1	$650.00	$552.50
Station 2	360.00	200.00
Station 3	250.00 (½ hr.)	150.00 (½ hr.)
Station 4	200.00	135.00
Station 5	125.00	100.00
Station 6	125.00	70.00
Station 7	80.00	40.00
Station 8	65.00 (½ hr.)	30.00 (½ hr.)
Station 9	60.00 (1 hr.)	25.00 (½ hr.)
Station 10	50.00	25.00
Station 11	48.00 (1 hr.)	19.75 (½ hr.)
Station 12	20.00 (½ hr.)	13.00 (½ hr.)

*** Note: By base rate the highest hourly rate is hereby meant—i.e., the highest rate against which all subdivisions and discounts are computed; if the base rate is anything else other than the highest hourly rate, it is so indicated.**

ADVERTISERS

NETWORK GROSS CLIENT EXPENDITURES

The following income by years is computed at the gross card rates before agency, or other discounts. In the case of the National Broadcasting Co., the Red and the Blue network grosses are combined:

	NBC	CBS	Mutual
1927	$3,760,010	....	....
1928	8,780,333	$1,447,398	....
1929	14,310,382	4,785,981	....
1930	20,088,887	7,605,203	....
1931	25,607,041	11,895,039	....
1932	26,504,891	12,601,885	....
1933	21,452,732	10,063,566	....
1934	27,833,616	14,825,845	....
1935	31,148,931	17,637,804	$1,293,103
1936	34,523,950	23,168,148	1,987,573

CBS AND NBC CLIENT REVENUE (1936)

CBS NETWORK ADVERTISERS

Acme White Lead & Color Works	$60,096
Affiliated Products, Inc. (total)	400,477
1. Kissproof & Outdoor Girl	$163,457
2. Louis Phillipe	65,498
3. Edna Wallace Hopper	171,522
American Home Products	18,170
American Telephone & Telegraph	14,790
American Tobacco Co	572,615
Atlantic Refining	291,162
Bayer Chemical Co	60,266
Barnsdall Refining Co	4,045
Beneficial Management Corp	56,508
Bisodol Co	282,568
Boyle Co., A. S.	112,055
Brown & Williamson Tobacco Co.	6,930
Campbell Soup Co	1,294,854
Carborundum Co	82,365
Chrysler Corp. (total)	494,847
1. Chrysler	$358,857
2. Dodge	5,291
3. Plymouth	130,699
Clicquot Club Co	2,885
Coca-Cola Co	171,025
Colgate-Palmolive-Peet Co. (total)	1,555,397
1. Palmolive Soap	$508,089
2. Shaving Cream	369,828
3. Peet's Granulated Soap	17,680
4. Super Suds	659,800
Consolidated Cigar Co	48,750
Continental Baking Co	639,572
Cook, Thos., & Son, Ltd	5,740
Corn Products Refining Co	242,265
Cream of Wheat Corp	105,688
Cudahy Packing Co	42,090
D. L. & W. Coal Co	46,562
Davis, R. B., Co	60,630
Du Pont de Nemours, E. I., & Co. (total)	314,759
1. Zerone	$6,600
2. Institutional	308,159
Durkee's Famous Foods, Ltd	2,700
Elgin National Watch Co	85,884
Fels & Co	28,001
Ford Motor Co. (total)	1,528,898
1. Ford Motors	$1,456,773
2. Lincoln	72,125
General Baking Co	175,370
General Mills, Inc. (total)	854,496
1. Bisquick, Softasilk, Wheaties, etc.	$758,690
2. Wheaties	95,806
General Motors Corp. (total)	196,035
1. Chevrolet	$97,335
2. Pontiac	98,700
Gillette Safety Razor Co	286,939
Gilmore Oil Co	480
Great A & P Tea Co	566,060
Group of American Banks	43,501
Gulf Refining Co	359,974
Health Products Corp	24,787

Hecker H-O Co	108,481
Heinz, H. J., Co	306,006
Hormel, Geo. A., Co	58,518
Illinois Central R. R	10,110
Illinois Meat Co	16,196
Julian & Kokenge Co	32,705
Kleenex Co	214,707
Knox Gelatine Co	37,665
Kolynos Co	244,034
Krueger, G., Brewing Co	111,570
Laco Products, Inc	9,545
Lady Esther Co	349,428
Larned Co	36,300
Lehn & Fink Products Co. (total)	372,769
1. Hinds Honey & Almond	$123,354
2. Lysol	53,385
3. Pebeco	196,030
Lever Bros. Co. (total)	1,242,222
1. Lifebuoy Soap	$169,760
2. Lux Toilet Soap	715,819
3. Rinso	356,643
Liggett & Myers Tobacco Co	1,095,810
Los Angeles Bureau of Power & Light	2,323
Maltex Co	39,000
Mohawk Carpet Mills, Inc	177,816
Moonglow Cosmetics Co	6,560
Nash Motors Co	89,790
National Ice Advertising, Inc	217,330
Packard Motor Car Co	111,325
Pet Milk Sales Corp	287,671
Philco Radio & Television Corp.	745,020
Phillips, Chas. H., Co	56,171
Phillips Petroleum Co	22,760
Pillsbury Flour Mills Co	16,485
Pittsburgh Plate Glass Co	87,471
Pompeian Co	57,283
Remington-Rand, Inc	256,300
Reynolds, R. J., Tobacco Co	954,149
Royal Typewriter Co	42,500
Sales Affiliates, Inc	116,390
Scripps-Howard Newspapers	5,400
Sears, Roebuck & Co	145,340
Socony-Vacuum Oil Corp	213,738
Sperry Flour Co	9,500
Standard Oil Co. of Indiana	64,288
Standard Oil Co. of N. J	124,540
Stewart-Warner Corp. (total)	336,735
1. Alemite	$307,745
2. Radios	28,990
Studebaker Sales Corp	106,476
Swift & Co	73,659
Tavannes of America	6,000
The Texas Co	163,740
Time, Inc	70,660
U. S. Tobacco Co	374,670
Vick Chemical Co	134,960
Ward Baking Co	212,242
Wasey Products, Inc. (total)	302,192
1. Barbasol	$55,511
2. Proprietaries	246,681
Wheatena Corp	183,345
Wildroot Co	145,915
Wrigley, Wm., Jr., Co	1,017,456
Wyeth Chemical Co	20,983

NBC NETWORK ADVERTISERS

Acme White Lead & Color Works	$73,380
Allegheny Steel Co	12,632
American Can Co	411,784
American Home Products Co. (total)	762,984
1. Anacin	$459,685
2. Angelus Rouge	78,818
3. Bi-so-dol	38,134
4. Hill's Nose Drops	32,052
5. Kolynos	106,800
6. Old Eng. Floor Wax	47,495
American Oil Co	2,073
American Radiator Co	132,588
American Rolling Mill Co	75,788
American Tobacco Co	936,089
Associated Oil Co	20,246
Axton-Fisher Tobacco Co	42,000
B. T. Babbitt Co	329,480
Bank of America, NT & SA	9,504
Best Foods (total)	40,672
1. Hellmann's Mayonnaise	$2,480
2. Nucoa	38,192
Better Speech Institute	96,180
Bourjois Sales Corp	77,508
Bowey's, Inc	86,784
Bristol Myers Co	738,520
Brown & Williamson Tobacco	47,736
California Animal Products Co	3,072
California Brewing Assn	3,480
California Conserving Co	5,440
Campana Sales Co. (total)	369,024
1. Dreskin	$85,944
2. Italian Balm	283,080
Cardinet Candy Co	8,704
Carnation Co. (total)	387,060
1. Albers Bros. Milling	$20,992
2. Evaporated Milk	366,068
Caswell, Geo. W., Co	16,202
Chrysler Motor Corp	122,731
Cities Service Co	536,641
Clairol, Inc	3,264
Clicquot Club Co	33,570
Climalene Co	19,683
Colgate-Palmolive-Peet Co	20,800
Cook, Thos. and Son	16,704
Cox Gelatine Co	11,000
D. L. & W. Coal Co	26,144
Duart Mfg. Co., Ltd	19,136
Easy Washing Machine Co	6,760
Elgin National Watch Co	99,600
Emerson Drug Co	16,992
Firestone Tire & Rubber Co	511,506
Fitch, F. W. & Co	275,416
Ford Motor Co	553,766
Gebhardt Chili Powder Co	7,224
General Electric Co. (total)	67,904
1. Electrical Appliances	$43,573
2. Incandescent Lamps	24,331

General Foods Corp. (total)	1,501,945
1. Calumet	$65,244
2. Diamond Salt	14,400
3. Jello	468,120
4. Log Cabin	66,360
5. Maxwell House	717,295
6. Minute Tapioca	42,966
7. Sanka	127,560
General Mills, Inc. (total)	394,556
1. Bisquick	$158,582
2. Gold Medal Flour	59,221
3. Sperry Cereals	45,456
4. Sperry Flour	45,457
5. Wheaties	85,840
General Motors Corp. (total)	1,027,073
1. Institutional	$625,500
2. Buick	22,866
3. Cadillac	32,388
4. Chevrolet	131,424
5. Fisher Bodies	2,928
6. Frigidaire	116,060
7. Oldsmobile	95,907
General Shoe Corp	84,624
Goodyear Tire & Rubber Co	135,748
Great A & P Tea Co	155,688
Horlick's Malted Milk Corp	545,379
Household Finance Corp	239,002
Hudson Coal Co	24,066
Humphreys Homeopathic Medicine Co	24,560
Illinois Central System	9,936
International Cellucotton Products	138,896
International Silver Co	35,988
Iodent Chemical Co	20,448
Jell-Well Dessert Co	3,640
Jel-Sert Co	13,036
Jergens, Andrew Co. (total)	596,018
1. Jergens Lotion	$152,328
2. Woodbury's Soap	443,690
Johns-Manville Co	5,920
Johnson, S. C. & Son, Inc. (total)	333,935
1. Auto Wax & Polish	$146,617
2. Glo-Coat Floor Wax	187,318
Kellogg Co	562,203
Krueger Brewing Co	28,800
Lady Esther Co	674,568
Lamont Corliss & Co	56,652
Langendorf United Bakeries	50,637
Larus & Bro. Co	85,972
Lehn & Fink Co	7,632
Lewis, A. H., Medicine Co	19,078
Life Savers, Inc	48,936
Lincoln & Ulmer, Inc	7,168
Lipton, Thos. J., Inc	39,714
Loose-Wiles Biscuit Co	67,600
Ludens, Inc	46,780
Luft, Geo. W., Co	73,672
Macfadden Publications	248,976
Manhattan Soap Co	68,936
Marrow, J. W., Mfg. Co	121,582
Maybelline Co	27,604
Miles Laboratories, Inc	1,289,764
Modern Food Process Co	14,120
Modern Magazines, Inc	11,700
Molle Co	217,139
Moon Glow Cosmetics Co	256
Moore, Benjamin & Co	35,900
Morrell, John & Co	47,420
Morris, Philip, & Co	430,264
National Biscuit Co	121,345
National Dairy Products (total)	888,004
1. Kraft	$780,204
2. Sealtest	107,800
Occidental Life Insurance	40,016
Pacific Coast Borax Co	248,810
Packard Motor Co	260,774
Packer's Mfg. Co	41,544
Pepsodent Co	1,352,064
Pet Milk Sales Corp	13,364
Pillsbury Flour Mills	476,130
Pinex Co	32,292
Pittsburgh Plate Glass Co	81,084
Premier Pabst Sales Co	3,370
Princess Pat, Ltd	136,568
Procter & Gamble Co. (total)	3,303,673
1. Camay	$572,543
2. Chipso	351,876
3. Crisco	695,246
4. Dreft	22,836
5. Drene	13,440
6. Ivory Flakes	300,716
7. Ivory Soap	670,506
8. Oxydol	676,510
Quaker Oats Co	124,660
Radio Corp. of America	586,790
Radio Guide, Inc	48,324
Rainier Brewing Co	6,072
Ralston Purina Co. (total)	284,608
1. Cereal	$123,930
2. Ry Krisp	160,678
Real Silk Hosiery Mills	201,345
Regional Advertisers, Inc	80,870
Remington Rand, Inc	106,080
Richfield Oil Co	175,408
Ritchie, H. F., & Co. (total)	160,957
1. Eno Salts	$137,123
2. Scott's Emulsion	23,834
Roger & Gallet	9,132
Shell Eastern Petroleum Co	550,435
Sherwin Williams Co	131,448
Signal Oil Co	5,040
Sinclair Refining Co	517,231
Smith Brothers	69,042
Smith, L. C., Corona Typewriter Co.	26,016
Sonotone Corp	30,344
Spratt's Patent, Ltd	16,904
Standard Brands, Inc. (total)	2,273,783
1. Chase & Sanborn Coffee	$752,040
2. Fleischmann's Yeast (Baking)	353,223
3. Fleischmann's Yeast (Health)	427,053
4. Royal Desserts	367,887
5. Tenderleaf Tea	373,580
Standard Oil Co. of Cal	81,290

NETWORK CLIENTS, 1936—Continued

Sterling Products (total)	1,621,051
1. Bayer Aspirin	$478,385
2. Dr. Lyon's Tooth-powder	660,013
3. Phillips Dental Magnesia	116,424
4. Phillips Milk of Magnesia	249,432
5. Phillips Face Cream.	116,797
Studebaker Sales Corp	248,088
Sun Oil Co	523,882
Swift & Co	171,056
Tastyeast, Inc	107,226
Tavannes of America, Inc	5,184
The Texas Co	148,604
Tillamook County Creamery Assn.	9,728
Union Central Life Ins. Co	36,396
Van Camp Sea Food Co	4,472
Vick Chemical Co	96,208
Wander Co	391,296
Warner, Wm. R. Co. (total)	178,580
1. Sloan's	$108,214
2. Vince	70,366
Wasey Products Co. (total)	505,890
1. Barbasol	$53,745
2. Bost	27,790
3. Various Drug Products	424,355
Washington, G., Coffee Refining.	27,015
Weco Products Co	85,248
Welch Grape Juice Co	165,946
Wesson Oil & Snowdrift Co	45,288
Western Auto Supply Co	15,288
Western Clock Co	5,516
Wheatena Corp	115,360
Wisconsin Alumni Research Foundation	10,192

CBS AND NBC POLITICAL REVENUE (YEAR: 1936)

CBS POLITICAL ADVERTISERS

Democratic National Committee	$225,849
Good Neighbor League, Progressive National Committee & Non-Partisan Labor League	96,165
Independent Coalition of American Women	9,600
Jeffersonian Democrats	3,667
Natl. Union for Social Justice	6,630
Republican Natl. & State Committees	434,442
Townsend National Recovery Plan	7,310
TOTAL	$783,663

NBC POLITICAL ADVERTISERS

All Party Roosevelt Agriculture Committee	$6,680
Allied California Citizens	288
Anti Monopoly League	256
Association of Old Line Democrats	9,315
Association for Tax Equality	5,686
California Industries Welfare Institute	256
California Landon for President Committee	1,312
California Recreation & Conservation Council	5,882
Communist Committee of California	544
Communist Party (Natl. Campaign Comm.)	31,119
Communist Party (N. Y. State)	2,912
Crusaders	952
Democratic National Committee	232,656
Democratic State Comm. (California)	5,376
Father Coughlin (National Union)	7,080
Good Neighbor League, Labor League & Progressive National Committee	4,991
Independent Coalition of American Women	22,386
Jeffersonian Democrats of California	3,256
Labor's Non Partisan League	10,688
National Jeffersonian Democrats	104,401
Pennsylvania Society	4,351
Progressive State Committee	216
Republican National Committee	394,993
Republican State Committee (New York)	26,744
Roosevelt Agricultural Committee.	768
Roosevelt Delegation	576
Shoreline Improvement Assn	144
Socialist Campaign Committee	798
Socialist Party	10,427
Southern Calif. Business Men's Assn	288
Southern & Northern California Republican Committee	10,624
Warren Uninstructed Republican Delegation	1,440
Young Business Men's Organization of Chicago	2,912
TOTAL	$910,317

NATIONAL NON-NETWORK ADVERTISERS

Included in this category are the chief buyers of "spot" time, i.e., individual station time as opposed to chain, or network time. To classify for this listing, an advertiser had to have national or at least regional distribution of his products. In short, local advertisers are not included.

The sequence of the write-ups runs thus:
First, name of the advertiser.
Next, description of his product (or subsidiary companies) if necessary.
Third, name of the agency placing the account.
Last, a description of the time segments purchased.

This listing covers those national or regional advertisers noted by individual stations throughout the United States from the period of June 1, 1936, to the summer of 1937.

A

A.B.C. Brewing Corp. Quarter-hours.

A. & P. Tea Co. Paris & Peart. Quarter-hour transcriptions.

Absorene Manufacturing Co. (Cleansers, paint removers). Ross-Gould Co. 60-word announcements.

Acidolphilus Cream Co. F. P. Wainbojan. Announcements.

Acme Feeds. K. E. Shepard. 5-minute market reports.

Adam Hats. Schillin Agency. Announcements.

Adlerika Co. (proprietary remedies). St. Paul Advertising Co. Five quarter-hours per week.

Aeolian. Placed direct. Varying periods.

Affiliated Home Products (Edna Wallace Hopper beauty products). Blackett-Sample-Hummert. 5 quarter-hours weekly.

Air Conditioning Utilities, Inc. Placed direct. 25-word announcements.

Air-Electric Sales Co. Rhodes-Waddell. 1-minute announcement daily.

Aladdin Lamps. Placed direct. Quarter-hours.

Alaska Pacific Salmon. Sheets Advertising Agency. 5-minute participation, Home Forum.

Albers Bros. Milling Co. (cereals, etc.). Erwin, Wasey. Quarter-hours.

Albert Brewing Co. Farron-Stevens. Announcements.

Albert Mills. Matteson-Fogarty-Jordan. Quarter-hours.

Alkine Laboratories. Schillin Advertising Co. Daily quarter-hours, announcements.

Allegheny Refiners. Quarter-hours, time signals, announcements.

Allegheny Steel. Walker & Downing. Weather reports, announcements.

Allis & Chalmers Mfg. Co. (agricultural and industrial machinery). Bert S. Gittens Agency. 3 quarter-hours weekly.

Aloe's Optical Co. Hilmer V. Swenson. Announcements.

American Bird Products. Weston-Barnett. 1 quarter-hour weekly.

American Book Mart. E. H. Brown Advertising. Quarter-hours.

American Home Products (proprietaries, toilet preparations). Blackett-Sample-Hummert. Quarter-hours.

American Express Co. Caples Co. Announcements.

American Institute of Food Products. Scheck Advertising. Half-hours.

American Memorial Co. Groves-Keen. Three 100-word announcements weekly.

American National Bank & Trust Co. Charles Daniel Frey. Quarter-hours.

American Oil. Joseph Katz Co. Three 100-word announcements weekly.

American Packing Co. Placed direct. Quarter-hour newscasts.

American Pad & Textile. Rogers & Smith. 100-word announcements.

American Poultry Journal. Presba, Fellers & Presba. Quarter-hours. Announcements.

American Telephone & Telegraph. Charles Barnett. Announcements.

American Assn. of Washing Machine Manufacturers. Meldrum & Fewsmith. Announcements. 5-minute spots.

American Weekly. Ruthrauff & Ryan. Quarter-hours.

Am-Bro Co. Albert Couchman Advertising. 50-word announcements.

Charles Ammen Co., Ltd. (baby powder). Neisser-Meyerhoff. Announcements.

Anacin Company (dental products and headache tablets). Blackett-Sample-Hummert. Quarter-hour transcriptions.

Andy-Boy Broccoli. Announcements.

Antoine Beauty Shops. Friend Advertising. Participation.

Armand Co. (Cosmetics) H. W. Kastor. Quarter-hours, 1-minute transcriptions, 25-word announcements.

Armour Fertilizer Works. Gottschadlt-Humphrey. Six 50-word announcements weekly.

Armstrong Packing Co. Henry M. Haney Advertising. Quarter-hours.

Artophone Corp. Newscasts.

Associated Distributors (Essence of Life Face Cream). H. W. Kastor. Announcements.

Atchison, Topeka & Santa Fe Railroad. Stack-Goble. Announcements.

Atlantic Beer & Ale. Rawson-Morrill Advertising. Quarter-hour newscasts daily, seven 50-word announcements weekly.

Atlantic Brewing Co. United Broadcasting Co. Hour periods.

Atlantic Refining. N. W. Ayer. Football broadcasts. Sharkey-Louis Fight.

Atlantis Sales (Coleman's Mustard). J. Walter Thompson. Announcements.

Atlas Canning Co. 5-minute spots daily.

Auerbach Co. Placed direct. Quarter-hours.

Auto City Brewing. Charles A. Mason Agency. 5-minute spots. Announcements.

Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes). McCann-Erickson. Quarter-hours, announcements.

B

B. T. Babbitt Co. (Bab-O). Blackett-Sample-Hummert. Announcements.

H. H. Babcock (Blue Coal). Stewart, Hanford & Frohman. Daily quarter-hour.

Bachman Chocolate Manufacturing. E. W. Hellwig. Quarter-hours.

Baker-Moise Hosiery Mills. W. C. Grant Advertising. Quarter-hours.

Barbey's, Inc. (Sunshine Beer). Jerome B. Gray. Announcements.

Barnard, Porter & Remington (varnish). Placed direct. Three 5-minute spots weekly.

Barnsdall Refining Co. Co-operative Advertising. Quarter-hours, announcements.

Barnum Brewing Co. Hurd Advertising. Announcements.

Bathasweet Corp. (toilet preparation). H. M. Kiesewetter Agency. Two quarter-hours weekly, announcements.

Bauer & Black (Blue Jay Corn Plasters, Velure). Ruthrauff & Ryan. 5-minute transcriptions, 6 announcements weekly.

Bay State Fisheries. Spot Broadcasting.

B. C. Remedy Co. (B. C. Headache Powders). Harvey-Massengale. 5-minute spots, announcements.

Beeman's Laboratory (BGO for Athlete's Foot). Groves-Keen. 6 quarter-hour transcriptions weekly.

Bell & Co. (Bell-Ans Indigestion Remedy). Anderson, Davis & Platte. Announcements.

Bell Telephone of Phila. Aitkin-Kynett. Announcements.

Bendix Products (brakes, carburetors). Roche, Williams & Cunnyngham. Announcements.

Beneficial Life Insurance. Placed direct. Announcements.

Beneficial Management. Albert Frank-Guenther-Law. Quarter-hours, announcements.

Benrus Watch Co. S. M. Epstein; Ad Masters. Temperature reports, announce-

Bernard Perfumers. Hilmer V. Swenson. Quarter-hours, 5-minute spots, 2-minute announcements.

Berry Bros. (varnish). Maxon. 5-minute spots.

Berry Seed Co. Lessing Advertising. Quarter-hours.

Best Foods. Benton & Bowles. 30-word announcements, five weekly.

Best Furs. N. J. Newman. Time signals.

Biers Therapy. Hammer Advertising. Quarter-hours.

Bigelow-Sanford Carpet & Rug Co. Placed direct. 5-minute spots.

Bikarb. Key Advertising. Announcements.

Billings Livestock Commission. Placed direct. Announcements.

Birely's Orangeade. Placed direct. Quarter-hours.

Bisceglia Wine Co. Grant, Wadsworth & Casmir. Quarter-hours.

Biscol Tablet Co. Placed direct. Announcements.

Blanchard Storage. R. Lyddon Agency. 3 announcements weekly.

Block Drug Co. (proprietaries, toilet preparations). Husband & Thomas; Redfield-Johnstone. Quarter-hours, 1-minute spots.

Bluebeard Shaving Cream. Announcements.

Bona Allen, Inc. Groves-Keen. Six 100-word announcements weekly.

Bond Street Tobacco. Biow Co. Quarter-hours.

Borden Co. Tracy-Locke-Dawson. 25-word announcements.

Borg-Warner Corp. (Norge). Cramer-Krasselt. Quarter-hours.

Bost Toothpaste. Erwin, Wasey. Quarter-hours, announcements.

Boston Shoe Exchange. Quarter-hours.

Bowman Dairy Co. J. Walter Thompson. 1 half-hour weekly.

A. S. Boyle Co. (Samoline). Blackett-Sample-Hummert. 3 quarter-hours weekly.

Bozzani Motors, Ltd. Lockwood-Shackelford. Announcements.

E. J. Brach & Son. Needham, Louis & Brorby. 100-word announcements.

Bradford Oil Refining. Quarter-hours, announcements.

J. L. Brandeis Co. Bozell & Jacobs. 25-word announcements.

Bravo Products. Campbell-Ewald. Announcements.

M. J. Breitenbach Co. (Gude's Pepto-Mangan). Brooke, Smith & French. Three 1-minute transcriptions weekly.

Bristol Nurseries. Robert Hirschfield. Announcements.

Brooklyn Varnish Mfg. Co. E. M. Freystadt. Quarter-hours.

Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes). Batten, Barton, Durstine & Osborn. Half-hour and quarter-hour transcriptions.

Brownbilt Shoes. Placed direct. Three announcements weekly.

Buick Motor Corp. Arthur Kudner. Quarter-hour transcriptions, 25-word announcements.

Bulova Watch Co. Biow Co. Time signals, 25, 50 and 100-word announcements.

Joseph Burnett Co. (food extracts, Ready Mix Ice Cream Powder). Batten, Barton, Durstine & Osborn. 1-minute transcriptions.

Burnham & Morrill Co. (B & M Beans). Mitchell-Faust. 2 quarter-hours weekly, announcements.

Burrus Mill & Elevator Co. Placed direct. Quarter-hours.

Buse Co., Edward A. Volney T. James. Quarter-hours.

Butler Stores. Allied Advertising. Announcements.

C

Cadillac Motors. George H. Hartman. Quarter-hours.

Calcium Carbon Co. Fletcher & Ellis. Announcements.

Dr. W. B. Caldwell, Inc. (Syrup Pepsin). Cramer-Krasselt. Quarter-hours.

Campana Sales (Italian Balm, Dreskin). Aubrey, Moore & Wallace. Quarter-hours.

Campbell Cereal. Mitchell-Faust. Quarter-hours, 5-minute spots, announcements.

Campbell Soup Co. Roche, Williams & Cunnyngham. 5 quarter-hours weekly.

Canada Dry Ginger Ale. J. M. Mathes. Announcements.

Candy Cod Laboratories. Mackay-Spaulding. 3 announcements weekly.

Candler Roofing Co. Chapman Agency. News flashes, announcements.

Capatone Products. Montrose-Rosenberg. Quarter-hours.

Capitol City Products (Dixie Margarine, mayonnaise products). J. Horace Lytle. Quarter-hours Monday through Friday, announcements.

Capitol Milling Co. Eleanor Germo. Hour periods.

Capper Publications. Presba, Fellers & Presba. Announcements.

Cardinal Laboratories. Blackett-Sample-Hummert. Announcements.

Carlsbad Salts. Street & Finney. Announcements.

Carnation Milk Co. Erwin, Wasey. Half-hours.

Carpenter Paper Co. Placed direct. Announcements.

Carter Medicine Co. (Carter's Little Liver Pills). Street & Finney; Spot Broadcasting Co. Five 1-minute transcriptions weekly.

Castleberry's Food Products. Groves-Keen. 6 quarter-hours weekly.

George W. Caswell Co. (coffee and tea). Emil Brisacher & Staff. Half-hours, announcements.

Cataract-Sharpe Mfg. Co. (Rock-Sharpe Crystal). Batten, Barten, Durstine & Osborn. Announcements.

Cat's Paw Rubber Heels. Joseph Katz. Announcements.

Cellowave Sales (permanent waving compound). Beaumont & Hohman. 1 announcement daily.

Celotex (building boards). Hays MacFarland. Quarter-hours.

Central Brewery. 3 half-hours weekly.

Central Covered Wagon Co. Announcements.

Central Laboratories. Rolfe C. Spinning. Announcements.

Central Shoe Co. Quarter-hour weekly.

Charter Co. Gardner Advertising. Announcements.

Chesapeake & Ohio Railway. Lewis Edwin Ryan, Inc. 5-minute spots.

Chevrolet Motor Co. Campbell-Ewald. 3 quarter-hour transcriptions weekly, 25 and 100-word announcements.

Chevrolet Dealers. Placed direct. 1-minute transcriptions.

Chicago, Burlington & Quincy Railroad. Reinecke, Ellis, Younggreen & Finn. Half-hours, 100-word announcements.

Chicago Correspondence School of Music. Placed direct. Quarter-hours.

Chicago Mail Order Co. Matteson-Fogarty-Jordan. Quarter-hours.

Chicago, Milwaukee, St. Paul & Pacific Railroad. Placed direct. 1-minute spots.

Chicago & Northwestern Railroad. Caples Co. Weather reports, hour programs.

Chilean Nitrate. O'Dea, Sheldon & Co. Quarter-hours.

Chilean Nitrate Educational Bureau. O'Dea, Sheldon & Co. 2 quarter-hour transcriptions weekly.

Chocolate Products Co. George H. Hartman; J. L. Sugden. 3 quarter-hours weekly, 10-minute spots.

Christian Science State Committee on Publications. Placed direct. Quarter-hours.

Chrysler Corp. Ruthrauff & Ryan; J. Stirling Getchell; Lee Anderson. Twelve 100-word announcements weekly.

Chrysler Corp. (De Soto). J. Stirling Getchell. Announcements.

Chrysler Corp. (Dodge). Ruthrauff & Ryan. Quarter-hours.

Chrysler Corp. (Plymouth). J. Stirling Getchell. Announcements.

Cities Service. Placed direct. 1-hour programs.

Clean Between Toothbrush. Emil Brisacher. 100-word announcements.

Cline & Johnston (C & J Beans). Martin Advertising. Half-hours.

Coca-Cola. D'Arcy Agency; Crook Agency. Half-hours, time signals.

Colgate - Palmolive - Peet. Benton & Bowles. 100-word announcements, temperature reports.

College Inn Food Products. Blackett-Sample-Hummert. Quarter-hours, 100-word announcements.

Colorado Life Co. Conner Advertising Agency. 5-minute spots.

Colt Shoe Co. Broadcast Advertising. Daily announcements.

Columbia Pictures Corp. Biow Co. Announcements.

Comet Rice. Tracy-Locke-Dawson. 2 quarter-hours weekly.

Commercial Milling (Flour). Karl G. Behr. Announcements.

Commercial Solvents. Maxon. Quarter-hours, announcements.

Comic Weekly. Placed direct. Quarter-hours.

Compagnie Parisienne. Northwest Radio Advertising. Five-minute transcriptions.

G. E. Conkey Feeds. Rogers & Smith. Five 1-minute announcements weekly.

Consolidated Drug Trade Products (proprietaries, toilet preparations). Benson & Dall. Half-hour daily.

Consolidated Gasoline. Half-hours.

Consolidated Terminal Co. Robert St. Clair. Half-hours.

Consumers Credit Co. Erwin, Wasey. 5-minute transcriptions.

Conti Products (toilet preparations). Bermingham, Castleman & Pierce. 5-minute announcements.

Continental Baking (Wonder Bread, Hostess Cake). Benton & Bowles; MacWilkins & Cole. Announcements.

Continental Oil. Tracy-Locke-Dawson. Half and quarter-hour transcriptions.

Coronet Magazine. Announcements.

Corzon Co. Ruthrauff & Ryan. Quarter-hours.

Coward Shoes. Quarter-hours.

Crazy Water Crystals. Rogers & Smith; Goodman Advertising. Quarter-hour transcriptions.

Crestolite Co. Charles A. Mason. Announcements.

Crosse & Blackwell (jams, jellies, etc.). Van Sant, Dugdale & Co. Announcements.

Crowell Publishing Co. Geyer, Cornell & Newell. Quarter-hours.

Crystal White Soap. Benton & Bowles. 100-word announcements.

CSO Laboratories (insecticide). Ratcliffe Advertising. Quarter-hours.

Cudahy Packing Co. Roche, Williams & Cunnyngham. 5 quarter-hours weekly, 100-word announcements.

Currier's Tablets, Inc. 5-minute spots.

Curtiss Candy. McJunkin Advertising; E. W. Hellwig. Quarter-hours, 5 minute spots, 25-word announcements.

Curtiss-Wright Co. (aircraft). R. H. Alber Agency. Transcriptions.

Cycle Trades of America (bicycle publicity). Stack-Goble; Greenleaf Advertising. Quarter-hours, 100-word announcements.

Cystex. Allen C. Smith. Quarter-hours.

D

Dean Milk Co. Mitchell-Faust. 3 quarter-hours weekly.

Deisel-Wemmer-Gilbert Corp. (cigars). S. M. Epstein. Quarter-hours, 5-minute newscasts, 100-word announcements.

Delaware, Lackawanna & Western Coal. Ruthrauff & Ryan. Quarter-hours.

Delaware, Lackawanna & Wilmington Co. Ruthrauff & Ryan. Quarter-hours.

Denver & Rio Grande Western Railroad. Placed direct. Quarter-hours.

De Paolo Co. Chet Crank, Inc. Announcements.

Dethol Mfg. Co. (insecticide). Aitkin-Kynett. 1-minute announcements.

Detroit Biscuit Co. Beckman, Vogel & Beerbohm. Announcements.

Diamond Crystal Salt. Advertisers Broadcasting Co. Quarter-hours.

Dixie Cultivator Corp. J. M. Colville & Son. 50-and 100-word announcements.

Dixie Motor Coaches. Ferguson & Winsett. Half-hours.

Dodge Brothers Corp. Ruthrauff & Ryan. Quarter-hours. 1-minute transcription.

Dodge Dealers. Ruthrauff & Ryan. Announcements.

Dold Packing Co. Batten, Barton, Durstine & Osborn. 1-minute spots.

Domestic Products. McCord Co. Announcements.

Doyle Gasoline & Oil Co. Hart-Conway. 2 quarter-hours weekly.

Drackett Products (Drano). Ralph H. Jones Co. Quarter-hour transcriptions.

Drezma. Neff-Rogow. 5-minute spots, announcements.

Drug Trade Products (proprietaries and toiletries). Benson & Dall; Spot Broadcasting Co. Six 1-hour programs weekly, three-quarter and half-hour programs.

Dryden & Palmer, Inc. (Gravy Master). Samuel C. Croot. Announcements.

Duart Sales (Permanent wave equipment and supplies). Howard E. Williams. Quarter-hours.

Duncan Coffee. Steele Advertising. Two 25-word announcements daily.

R. G. Dun Cigars. S. M. Epstein Advertising. Half-hours.

Dwarfies Corp. (Wheatmix, Wheat Puff, Cereal Mfg.). Hughes Advertising Co. 25-word announcements.

E

Econo Motor Miser. Lockwood-Shackelford. Quarter-hours.

Edelweiss Beer. Blackett-Sample-Hummert. Quarter-hours.

Edgemar Farms. Martin Allen. Announcements.

Edgeworth Tobacco. Marschalk & Pratt. Half-hour transcriptions.

Electric Appliance Society. Jean Scott Frickelton. Announcements.

Electrolux Refrigerators. Batten, Barton, Durstine & Osborn. Announcements.

Elgin National Watch Co. J. Walter Thompson. 25-word announcements.

Elin, Inc. Schillin Agency. Quarter-hours.

Dr. Ellis Sales Co. (beauty aids). Walker & Downing. 5-minute transcriptions.

Emblem Oil. Weather reports, announcements.

Emerson Drug Co. (Bromo-Seltzer). J. Walter Thompson. Announcements.

Empire Spice Mills. Charles Silver & Co. 1 quarter-hour weekly.

Equitable Life Insurance. Atherton & Currier. 5-minute spots.

Erskine & Healy (home appliances). Hart-Conway. 1 announcement daily.

Essence of Life Face Cream. H. W. Kastor & Sons. Announcements.

Ex-Lax, Inc. Joseph Katz Co. Quarter-hour transcriptions.

F

Fairbanks-Morse (refrigerators). Henri, Hurst & McDonald. Quarter-hours, announcements.

Fairfield Pharmacal Co. Kelly, Nathan & Roosevelt. Announcements.

Fairway Foods. Quarter-hours.

Fanchon & Marco (theatrical bookers). Kurtzman Agency. Quarter-hour transcriptions.

Fant Milling Co. (flour). Crook Advertising. Quarter-hours, announcements.

Farmaide Products. Potts-Turnbull. 1-minute announcement daily.

Federal Building & Loan. Stevens & Wallis. Quarter-hours.

Federal Land & Development Co. Allied Advertising Agencies. Quarter and half-hours.

Feigenspan Brewery. Scheck Advertising. Quarter-hours.

Feldman Petroleum. Dade Epstein. Announcements.

Fellows Medical Mfg. Co. (proprietaries). Nelson-Gilliam Associates. Announcements.

Fels & Co. (soap). Young & Rubicam. Quarter-hours.

H. Fendrich, Inc. (cigars). Ruthrauff & Ryan; McJunkin. Quarter-hours, 25 and 100-word announcements.

Ferguson & Co. (wave set). Placed direct. 1 announcement daily.

C. W. Fields, Inc. Hart-Conway. 1 announcement daily.

Firestone Auto Supply. Placed direct. 25-word announcements.

Firestone Service Stores, Inc. Sweeney & James. Announcements.

Firestone Tire & Rubber. Sweeney & James. 25 and 100-word announcements.

First Federal Building & Loan. Gillham Advertising. Quarter-hours.

First National Stores. Radio Broadcasting Co. Quarter-hours.

F. W. Fitch (shampoo, shaving cream). L. W. Ramsey. Quarter-hours.

Fitch Investors Service. E. C. Van Dyke. 5-minute spots.

Fitzpatrick Bros. (Kitchen Klenzer). Neisser-Meyerhoff. Quarter-hour.

Frank H. Fleer Corp. (Double Bubble Gum). Biow Co. Announcements.

Flex-O-Glass. Presba, Fellers & Presba. Quarter-hours.

J. A. Folger Co. (coffee). Blackett-Sample-Hummert. Quarter-hour transcriptions.

Fontenelle Brewing Co. Bozell & Jacobs. Half-hours.

J. B. Ford Sales (cleanser). N. W. Ayer. Quarter-hours.

Ford Motor Co. McCann-Erickson; N. W. Ayer; Eastman-Scott; Walker-Saussy. Half-hours, six quarter-hour newscasts weekly, 5-minute transcriptions, 50 and 100-word announcements.

L. C. Forman & Sons (food products). Hart-Conway. Flash announcements.

Foster Milburn Co. (Doan's Pills). Street & Finney. Announcements.

E. Fougera Co. (Vapex). Small, Kleppner & Sieffer. 5-minute spots, 1-minute transcriptions, announcements.

4 States Livestock. Placed direct. 5-minute spots, announcements.

Peter Fox Brewing Co. Gale Pietsch, Inc. Announcements.

Benjamin Franklin Life Insurance Co. Samuel Lewis. Announcements.

Free State Brewing Co. Harry Patz Agency. Quarter-hours.

French Lick Springs Hotel (Pluto Water). H. W. Kastor. Announcements.

Fresh Milk Institute. Ruthrauff & Ryan. Announcements.

Friar's Ale. Holden, Graham & Clark. Announcements.

Oscar Frieder (Ninal). First United Broadcasters. Quarter-hours.

Friend Bros. (Brick Oven Baked Beans). Broadcast Advertising. Announcements.

George C. Frye Co. (Pancreo Bismuth). Lawrence M. O'Connell. Daily announcements.

Furmbilt Clothes. John Austin Driscoll. Announcements.

G

Gallatin Valley Milling Co. Placed direct. Announcements.

Garcia Grande Cigars. Peck Advertising. 1-minute spots.

Gar Wood, Inc. (boats). Farron-Stevens Agency. Announcements.

Gas Appliance Society. Jean Scott Frickelton. Announcements.

Gebhardt Chili Powder. Tracy-Locke-Dawson. Announcements.

General Baking (Bond Bread). Batten, Barton, Durstine & Osborn. 5 quarter-hour transcriptions weekly, 30-word announcements, five weekly.

General Electric Supply Co. Schilling Agency. Half-hours, quarter-hour transcriptions, announcements.

General Foods (Grape-Nuts, Post's Bran Flakes, Certo, Log Cabin Syrup, Calumet Baking Powder, Maxwell House Coffee, Sanka Coffee, etc.). Benton & Bowles; Young & Rubicam; Campbell-Ewald. Half-hour transcriptions, quarter-hours, basketball games, 1-minute spots.

General Kitchens. Charles A. Mason Agency. 5-minute spots.

General Mills (Bisquick Flour, Wheaties). Knox Reeves; Blackett-Sample-Hummert; Simons-Michelson. 2-hour programs, 5 half-hour transcriptions weekly, three-quarter and quarter-hour transcriptions, tie-in announcements.

General Motors. Campbell-Ewald. Quarter-hours, 100-word announcements.

General Paint Co. Walter Advertising Agency. Quarter-hours.

General Petroleum. Announcements.

General Shoe Corp. Placed direct. 25-word announcements.

General Supply Co. Scheer Advertising. Quarter-hours, announcements.

General Tire. D'Arcy Advertising. Announcements.

Germanow-Simon Co. (Flexo Watches). Ed Wolff & Associates. Flash announcements.

Germo Manufacturing (poultry remedies). Placed direct. 1-minute spots.

Gillette Razors. Ruthrauff & Ryan. Announcements.

Glass Container Assn. of America. U. S. Advertising Corp. Announcements.

Goebel Brewing. Maxon. Announcements.

Goetz Brewing Co. Potts-Turnbull. Quarter-hour transcriptions.

Gold Cross Milk. Erwin, Wasey. Participation.

Golden State Outfitting Co. N. J. Newman. Hour periods.

Goldstick. Stockwell & Marcuse. Announcements.

Goodman Matzos. Half-hours.

Goodrich Tires. Quarter-hours, announcements.

Goodyear-Wende (gasoline). Addison Vars Co. 1 tie-in announcement weekly.

Gordon Baking Co. (bread). Brooke, Smith & French. Half-hours.

Gosman Ginger Ale. Cahn, Miller & Nyberg. Announcements.

Grabosky Bros. (Royalist Cigars). Al Paul Lefton. Announcements.

Graham-Paige Motors Corp. U. S. Advertising. 1 half-hour boxing bout weekly, announcements.

Grand Prize Beer. Rogers-Gano. Spots.

Graybar Electric Co. Placed direct. 25 and 60-word announcements.

Great Western Drilling Co. Quarter-hours.

Greyhound Stage Lines. Beaumont & Hohman. 5-minute spots, announcements.

Griffin Manufacturing Co. (shoe polish). Bermingham, Castleman & Pierce. Announcements, time signals.

Groves Laboratories (proprietaries). Stack-Goble. Announcements.

Gruen Watch Co. McCann-Erickson; De Garmo Corp. 25-word announcements.

Guarantee Mutual Life. Placed direct. Announcements.

Guarantee Union Life Insurance Co. Stodel Advertising. Quarter-hours.

Gulf Brewing. Rogers-Gano. 25 and 50-word announcements.

Gulf Refining. Young & Rubicam. Tie-in announcements, weather reports.

Gunther Brewing Co. Erwin, Wasey Co.; I. A. Goldman Agency. Quarter-hours, three 5-minute spots daily.

H

Stein-Hall Manufacturing Co. (food products). Aubrey, Moore & Wallace. 1-minute spots.

Hamilton Carhartt Overall Co. C. E. Rickard; Aarons, Sill & Caron. Announcements.

Hamlin's Wizard Oil. Vanderbie & Rubens. Quarter-hours.

Peter Hand Brewing Co. Mitchell-Faust. Quarter-hours.

Hanford Airlines, Inc. Beaumont & Hohman. Announcements.

Chris Hansen Laboratories (Junket Rennet products). Mitchell-Faust. Announcements.

Harper Method (cosmetics). Charles W. Hoyt Co. 5-minute participation, Home Forum.

Harrington Hotel. Romer Advertising. Announcements.

Hartz Mountain Products (canaries). Placed direct. 10-minute spots.

Haskins Soap Co. Placed direct. 5 quarter-hours weekly.

Hava Tampa Cigars. Placed direct. Announcements.

Hawley Products (pulp production and hats). Rogers & Smith. 100-word announcements.

Health Research Foundation. Andrews Advertising. Quarter-hours.

Hecker Products (Shinola, Silver Dust). Batten, Barton, Durstine & Osborn. 5-minute participation, Home Forum, 1-minute announcements.

Hecker H-O Co. (Flour, Force). Erwin, Wasey & Co. 6 announcements weekly.

H. J. Heinz ("57 Varieties"). Maxon, Inc. Announcements.

Helmet Gum. Frederic W. Ziv. Announcements.

Hemphill Diesel Schools. R. H. Alber Advertising. 1-minute announcements.

Hennafoam. Announcements.

Hickok Oil. Tracy Advertising. Quarter-hours, announcements.

Highland Dairy Farms. Beecher Agency. Announcements.

High Rock Ginger Ale. Katz Advertising Agency. Half-hours.

Histeen Corp. (proprietary remedy). Ruthrauff & Ryan. 10-minute spots, announcements.

Hoffman Beverage Co. Batten, Barton, Durstine & Osborn. Announcements.

Hollywood Steel Trailer Co. Royal Advertising. Quarter-hours.

Holsum Bread. W. E. Long Advertising. Quarter-hour transcriptions.

Hoover Liniment. Wade Advertising. 100-word announcements.

Horn & Hardart. Clements Co. Quarter-hours.

Horse & Mule Assn. of America. Rogers & Smith. 100-word announcements.

Hostetter's Bitters. Ingersoll & Norvell. 5-minute spots.

Household Finance. Charles Daniel Frey. 1-hour programs, quarter-hour newscasts, announcements.

Household Magazines. Presba, Fellers & Presba. Quarter-hours, 5 and 10-minute spots.

Hubinger Co. (Quick Elastic Starch). Placed direct. Announcements.

Hub Oil. Hutchins Advertising. 1 announcement daily.

Hudson Motor Car. Brooke, Smith & French. Announcements.

Hull Brewing Co. F. W. Prelle Co. Half-hours.

Humko Co. (cooking fat). Simon & Gwynn. Half-hours.

Hunter Packing Co. Chappelow Advertising. Quarter-hour transcriptions.

Hurley Machine Co. (Thor washers). H. W. Kastor & Sons. Announcements.

Huyler's. Grace & Bement. Announcements.

Hydrox Corp. (ice cream and beverages). H. W. Kastor; Jimm Daugherty, Inc.; J. R. Hamilton Advertising. Half-hours, announcements.

Hyde Park Breweries. Ruthrauff & Ryan. Announcements.

Hygrade Food Products. Charles A. Mason Agency. Announcements.

I

Illinois Bell Telephone. N. W. Ayer. Announcements.

Illinois Central Railway. Caples Co. 1-hour programs, 10-minute transcriptions.

Illinois Power & Light. Announcements.

Imperial Sugar Co. Tracy-Locke-Dawson. 3 quarter-hour transcriptions weekly.

Independent Grocers Alliance. Charles Daniel Frey. Quarter-hours.

Industrial Morris Plan Bank. Milton Alexander Advertising. Quarter-hours, announcements.

Inland Glass Works. Interstate Advertising. Announcements.

International Business Machines. Placed direct. Half-hours.

International Harvester Co. (farm equipment). Aubrey, Moore & Wallace. 25 and 60-word announcements.

International Milling. Placed direct. Announcements.

International Oil Burner. Lloyd & Hill. Quarter-hours.

International Shoe Co. Placed direct. Quarter-hour transcriptions.

International Workers Order. Prudential Advertising. 1 half-hour program weekly.

Interstate Cotton & Oil Refining. Crook Advertising. Quarter-hours.

Interstate Transit Lines. Beaumont & Hohman. 25-word announcements.

Iodent Chemical Co. (tooth paste and brushes). Maxon. Half-hours.

Iowa Soap. Briggs & Varley. Quarter-hours.

Iron Fireman Mfg. Co. Interstate Advertising. Announcements.

Ironized Yeast. Ruthrauff & Ryan. 5-minute transcriptions, 6 announcements weekly.

J

Jadwiga Remedies. Beacon Advertising. Quarter-hours.

Japan Canned Crab. Maxon. 5-minute spots.

Johns-Manville Corp. (brake lining). Placed direct. Three 5-minute spots weekly.

Johnson Educator Food Co. John W. Queen. Announcements.

Jel-Sert. Rogers & Smith. Quarter-hours, 5 minute spots.

Junket (dessert). Advertisers Broadcasting Co. Quarter-hours.

Justrite Co. (birdseed). Hoffman Y. York. Quarter-hours.

K

Kamm's Beer. Carter, Jones & Taylor. Time signals.

Kansas City Custom Garment Co. Ferry-Hanley. Sports events.

Karnack Ambrosia Co. Participation.

Katro-Lek Laboratories (stomach remedy). Chambers & Wiswell. Announcements.

Keebler-Weyl Baking Co. Rohrabaugh & Gibson. Quarter-hours.

Kellogg Co. N. W. Ayer. 2-hour programs, 6 half-hours weekly, quarter-hours.

Kellogg Corset Co. Aarons, Sill & Caron. Announcements.

Kelvinator Corp. (refrigerators). Placed direct. Quarter-hour transcriptions, announcements.

Kendall Refining Co. (oils and gasoline). Landsheft & Warman. Quarter-hours.

Kenton Pharmacal Co. (Brownatone). Roche, Williams & Cunnyngham. Announcements.

Keystone Macaroni Co. Aitken-Kynnett. Announcements.

Kling Brewing. Lee Anderson Advertising. Announcements.

Knox Co. (proprietaries). Dillon & Kirk. Quarter-hours.

Koolmotor Gasoline. Lord & Thomas. 1 half-hour weekly.

Koppers Gas & Coke. N. W. Ayer. Quarter-hours.

Kosto Co. (prepared dessert). Perrin-Paus. Announcements.

Kraft Brewing. Spedden Agency. Announcements.

Kraft Phenix Cheese. J. Walter Thompson. Announcements.

Kroger Grocery & Baking Co. Ralph H. Jones. Quarter-hours, announcements.

Krueger Brewing. Biow Co. Quarter-hours, announcements.

Kwik-On. Thomas B. Creamer Co. Announcements.

L

La Choy Food Products. Blackett-Sample-Hummert. Announcements.

La France Correspondence School. Lisle R. Sheldon. Announcements.

Lambert Pharmacal (Listerine). Lambert & Feasley. 1-hour programs, announcements.

Lane Bryant. W. G. Mueller Agency. Quarter-hours.

Largay Brewing Co. Frederick E. Baker. Quarter-hours.

Larus & Bros. Co. (Edgeworth tobacco). Marschalk & Pratt. Half-hours, announcements.

La Vender Cigar Co. Interstate Advertising. Announcements.

Lea & Perrins (sauce). Schwimmer & Scott. 30-word announcements, thrice weekly.

H. D. Lee Mercantile Co. (overalls, work clothes). J. Stirling Getchell. 2 half-minute spots daily.

Lehn & Fink (toilet preparations). William Esty. Quarter-hour transcriptions.

Lever Bros. (Lifebuoy, Rinso, Spry, Lux). Ruthrauff & Ryan; J. Walter Thompson. Half-hours, quarter-hours, 5-minute transcriptions, 25-word announcement daily.

Lewis-Howe (Tums). H. W. Kastor. Quarter-hours, announcements.

Lewis' Lye. Fletcher & Ellis. Three 2-minute spots weekly.

A. H. Lewis Medicine Co. H. W. Kastor. Quarter-hours, announcements.

Linco Products (household washing fluid). Placed direct. Quarter-hours.

Lincoln National Life Insurance. Harry S. Goodman. Five-minute transcriptions.

Li-On Bedding Co. Gustave Marx Agency. Announcements.

Thomas J. Lipton (teas). Presbrey Co. Quarter-hours.

Liquid Veneer (polish). Ludlow-Mansfield. Announcements.

Little Crow Milling (Coco-Wheats). Rogers & Smith. Quarter-hours.

Lombardi Wine Co. The Boyd Co. Announcements.

Longines-Wittnauer (watches). Arthur Rosenberg Co. 5-minute spots daily, time signals.

Long Leaf Yellow Pine. R. E. McCarthy Advertising. Quarter-hours.

Look Magazine. Battenfield & Ball. Announcements.

Loose-Wiles Biscuit Co. Newell-Emmett. Announcements.

Lorillard Co. (tobacco). Lennen & Mitchell. Quarter-hours.

Los Angeles Light & Power Bureau. Dan B. Miner. Announcements.

Los Angeles Wholesalers Outlet. N. J. Newman Agency. Quarter-hours.

Loyal Order of Moose. Placed direct Quarter-hour transcriptions.

Lucidin (eye wash). Platt-Forbes. Quarter-hours.

Luer Packing Co. (meat packers). Roy Alden and Associates. Announcements.

Lykolene (proprietaries). H. W. Kastor Announcements.

M

McAleer Mfg. Co. (auto polishes). Holden, Graham & Clark. 30-word announcements, thrice weekly.

Thom McAn (shoe stores). Schwimmer & Scott. Spots.

McCloskey Varnish Co. Bert Butterworth. 100-word announcements.

McConnon & Co. (proprietary remedy). McCord Co. 5-minute spots, announcements.

McKesson & Robbins (Pursang). H. W. Kastor. 1-minute transcriptions, announcements.

MacMillan Petroleum. Erwin, Wasey. 100-word announcements.

Magazine Repeating Razor. J. M. Mathes. 25-word announcements.

Magnolia Petroleum (Mobilgas). Johnson Advertising. 25-word announcements.

Mangels-Herold Corp. Brown-Alexander Agency. Half-hours.

Manischewitz Co. (matzoh). A. B. Landau. Transcriptions.

Charles Marchand Co. (hair preparations). Burgher, Zealand, Kent & Co. Announcements.

Marinello School of Beauty Culture. Quarter-hours.

Massman Chemical Co. Placed direct. Announcements.

Maybelline Co. (toilet preparations). Cramer-Krasselt. 1-minute spots, 30-word announcements thrice weekly.

Mayflour Doughnut Shops. Hirshon-Garfield Co. 24 announcements weekly.

Maytag Co. (washing machines). Placed direct. 2-hour programs, quarter-hours, announcements.

Max Mehl (Numismatic). Guenther-Bradford. Quarter-hours.

Meloripe Fruit Co. Batten, Barton, Durstine & Osborn. Announcements.

Mentho-Mulsion Co. Loeb Advertising Agency. 1 half-minute announcement daily.

Meyercord (window signs). Placed direct. Quarter-hours.

Michigan Beet Sugar. Zimmer-Keller Co. Announcements.

Michigan Bell Telephone. N. W. Ayer. Announcements.

Michigan Oil & Petroleum. J. Webb McCall. Announcements.

Mid-Continent Petroleum. R. J. Potts. Quarter-hours, 1-minute spots.

Midland Flour Milling. Announcements.

Mid-States Steel & Wire. Mace Advertising. Announcements.

Midwest Radio Corp. Key Advertising. Quarter-hours.

Miles Laboratories (Alka-Seltzer). Wade Advertising. Half-hours, quarter-hours.

Minard Co. (liniment). Charles W. Hoyt. Daily announcements.

Minneapolis Brewing Co. Erwin, Wasey. Half-hour sports reviews.

Mishawaka Rubber Co. Campbell-Ewald. Announcements.

Mission Dry Corp. (fruit juices, rectifiers of spirits). Announcements.

Moler System of Colleges. Affiliated Broadcasting Co. Announcements.

Monarch Brand Foods. Rogers & Smith. Announcements.

Montana Dakota Power. Quarter-hours.

Montana Flour Mills. L. W. Wendt. 5-minute transcriptions.

Montgomery Ward (mail order-merchandising). Quarter-hours, announcements.

Morse Shoe Co. Salinger & Publicover. Announcements.

John Morrell & Co. (Prido shortening and meat products). Henri, Hurst & McDonald. Quarter-hours, 5-minute spots, announcements.

Morrell & Co. (Red Heart Dog Food). Placed direct. Announcements.

Morris Plan. Ira E. De Jernett Advertising. 25-word announcements.

Morton Salt. Wade Advertising. Quarter-hours.

Mound City Brewery. 5-minute spots.

C. F. Mueller Co. (macaroni, noodles, etc.). E. W. Hellwig. Quarter-hours, 5-minute participation, Home Forum, 1 announcement daily.

Munsingwear Corp. (underwear, hosiery). Roche, Williams & Cunnyngham. 5 quarter-hours weekly.

Murine Co., Inc. (Murine for the Eyes). Vanderbie & Rubens; Neisser-Meyerhoff; Transamerican Broadcasting & Television. Half-hour transcriptions, 1-minute transcriptions.

Murphy Products (agricultural products). Wade Advertising. Half-hours.

Mutual Loan System. Harry Goodman. 5-minute electrical transcriptions.

Mutual Trust & Life Insurance. Atherton & Currier. 5-minute spots.

N

Nash Kelvinator Corp. Announcements.

National Aluminate. Lessing Advertising. 100-word announcements.

National Bellas-Hess Co. (farm products). Ruthrauff & Ryan. Quarter-hours.

National Biscuit Co. McCann-Erickson. Quarter-hours, weather reports.

Natural Bloom, Inc. (cigars). Montrose-Rosenberg. Quarter-hours.

National Building & Loan Assn. Quarter-hours.

National Dairy. Jimm Daugherty Advertising. Quarter-hour transcriptions.

National Lead (Dutch Boy Paint). Erwin, Wasey. Announcements.

National Oats. Placed direct. 1-minute spots.

National Optical Co. Placed direct. 1 announcement daily.

National Tea Co. D. B. Epstein. Announcements.

National Weeklies. Albert Kircher Co. Quarter-hours, announcements.

Nature Friend, Inc. (bird food and supplies). Wales Advertising Co. Quarter-hours.

Nehi, Inc. (beverages). James A. Greene Co. 1 half-hour transcription weekly, 5-minute newscast.

Neumode Hosiery. J. L. Sugden. Announcements.

Newart Co. (Credit Stores). Malcolm-Howard. Time signals, weather reports.

New Departure Manufacturing (ball bearings and bicycle brakes). Lord & Thomas. 25-word announcements.

New England Telephone & Telegraph. Doremus & Co. Announcements.

New Hope Sanitarium. W. Austin Campbell. Quarter-hours.

New York, New Haven & Hartford Railroad. Dowd & Ostreicher. Announcements.

New York State Bureau of Milk Publicity. J. M. Mathes. Announcements.

New York Telephone. Batten, Barton, Durstine & Osborn. 1-minute announcements.

Niagara Hudson Power Corp. Batten, Barton, Durstine & Osborn. Quarter-hours.

T. Noonan & Son (hair tonic). Doremus & Co. Daily announcements.

Norge Refrigerator Co. Cramer-Krasselt. Quarter-hour transcriptions, 1-minute spots.

North American Electric Lamp Co. (lamps). Lessing Advertising. Announcements.

Northern Natural Gas Co. Bozell & Jacobs. Half-hours.

Northwestern Bell Telephone. Bozell & Jacobs. 30-word announcements.

Northwestern Yeast Co. Hays MacFarland; Northwestern Advertising Agency. Three 5-minute transcriptions weekly.

Nunut Foods. John L. Wierengo Advertising. Quarter-hours.

O

O Boy Bread. Freitag Advertising. Quarter-hours.

O'Brien Varnish Co. Behel & Waldie. 5-minute spots.

Ohio Bell Telephone. Placed direct. Announcements.

Ohio China. Announcements.

Old Guard Petroleum. Romer Advertising. Announcements.

Old Reliable Laboratories. Merrill Advertising Co. 2 quarter-hour transcriptions weekly.

Olds Motor Works. D. P. Brother & Co. 25, 50 and 60-word announcements.

Omaha Flour Mills Co. Quarter-hours.

Orange State Oil Co. Quarter-hours.

Orbit Gum. Stack-Goble; Sellers Service. Announcements.

Oregon Mutual Fire Insurance. Announcements.

Orkil Electric Co. Newell-Emmett. Quarter-hours.

Oshkosh Brewing Co. Neisser-Meyerhoff. Announcements.

Oshkosh Overalls. Ruthrauff & Ryan. Quarter-hours.

Otoe Food Products Co. Mitchell-Faust. Quarter-hours (live talent).

P

Packer Manufacturing (Scalptone). Compton Advertising. 1-minute transcriptions, announcements.

Paramount Macaroni. Half-hours.

Park Chemical Co. (Parko Gloss polish and cleaner). Simons-Michelson. Announcements.

Payson Publishing Co. Cecil, Warwick & Legler. Announcements.

Peter Pan Salmon. J. William Sheets. Quarter-hours.

Peaslee-Gaulbert Co. (paints). J. Stirling Getchell. Two 5-minute transcriptions weekly.

Peerless Dentists. Placed direct. Quarter-hours.

Penick & Ford, Ltd. (Molasses). J. Walter Thompson. Announcements.

Pen-Jel. (Pectin). R. J. Potts. Quarter-hours.

William Penn Cigars. H. W. Kastor. Announcements.

Penn Tobacco Co. Ruthrauff & Ryan. Quarter-hour sports and news, 10-minute spots.

Pennsylvania Salt Co. L. W. Ramsey; Fletcher & Ellis. Announcements.

Pennzoil Co. (lubricating oils). Announcements.

Peoples Outfitting Co. Zimmer-Keller Agency. Announcements.

Pep Boys (auto accessories). Clutch Agency. Quarter-hours.

Dr. Pepper (soft drinks). Tracy-Locke-Dawson). Half-hours.

Perfect Cleaners. Stockwell-Marcuse. Daily quarter-hour newscasts.

Perfect Manufacturing Co. (Knee action for bicycles). Frederick W. Ziv. Announcements.

Personal Finance (loans). Placed direct. Daily quarter-hour.

Pet Milk. Gardner Advertising. Quarter-hour women's feature, twice weekly.

Petroleum Products Wholesale Corp. Placed direct. 1 announcement weekly.

Pfeiffer Brewing Co. Grace & Bement. Quarter-hours, announcements.

Phelan Faust Paint. Jimm Daugherty. Announcements.

Philadelphia Dairy Products. Scheck Advertising. Participation.

Philadelphia Reading Coal & Iron. Albert Kircher. Quarter-hours.

Philco Radio & Television. Max Enelow Agency. Quarter-hours, announcements.

Phillips & Benjamin. (Sterakleen for False Teeth). Spot Broadcasting Co. Announcements.

Charles H. Phillips Chemical Co. (Milk of Magnesia, Dental Magnesia). Blackett-Sample-Hummert. Quarter-hours.

Phillips Packing Co. (fruit and vegetable packers, tin can manufacturers). Compton Advertising; Blackman Advertising Agency. Home Hour participation announcements.

Phillips Petroleum. Lambert & Feasley. Quarter-hours, 25 and 100-word annuoncements.

Physical Culture Shoes. Announcements.

Piggly Wiggly Stores. Pierce Advertising. Announcements.

Pillsbury Flour Co. Hutchinson Advertising Agency. Announcements.

Pioneer Canneries (sea food). Beaumont & Hohman. Announcements.

Pioneer Sea Clam Co. Beaumont & Hohman. Announcements.

Pontiac Car Co. MacManus, John & Adams. Quarter-hour newscasts. 1-minute spots, announcements.

Postal Life & Casualty. H. J. Potts. Half-hours.

Practical Diesel Training Co. 5-minute spots.

Practical Drawing Co. Beaumont & Hohman. Quarter-hours.

Prescription Laboratories. Bernard Wohl. Announcements.

Prest-O-Lite Storage Battery Corp. Charles A. Mason. Announcements.

Prince Macaroni Mfg. Co. Moss Associates. Daily announcements.

Procter & Gamble. Blackett-Sample-Hummert; H. W. Kastor; Compton Advertising. Camay Soap, twenty 100-word announcements weekly; Chipso, quarter-hour transcriptions, announcements; Crisco, 30-word announcements, twice daily; Dreft, quarter-hour transcriptions; Drene, 1 quarter-hour transcription weekly, announcements; Ivory Soap, 5 quarter-hour transcriptions weekly, announcements; Ivory Snow, quarter-hours, announcements; Lava, quarter-hour transcriptions, announcements; Oxydol, 5 quarter-hour transcriptions weekly; P & G Soap, announcements; Spry, 30-word announcements; White Naptha, five 30-word announcements weekly.

Progressive Foot Clinic. N. J. Newman. Announcements.

Purity Bakeries Service Corp. Blackett-Sample-Hummert. Quarter-hour transcriptions.

Puroil. Freitag Advertising. Quarter-hour transcriptions.

Q

Quaker Oats. Mitchell-Faust. Announcements.

Quality Biscuit Co. Neisser-Meyerhoff. Quarter-hours.

Quality Cereal Co. Placed direct. Announcements.

Quality Mattress Co. Hart-Conway. Quarter-hours.

R

RCA. Lord & Thomas. Quarter-hours, 100-word announcements.

RCA Manufacturing Co. Lord & Thomas. 25-word announcements.

Radio Guide. Baggaley, Horton & Hoyt. Flash announcements.

Railway Express Agency. Caples Co. 100-word announcements.

Ralston Purina (cereals, etc.). Gardner Advertising. Quarter-hour transcriptions, 1-minute spots.

Rapinwax Paper Co. Mitchell-Faust. Announcements.

Ray Jewelry Co. Simons-Michelson. Quarter-hour and 6 announcements daily.

Red Dot Cigars. Announcements.

Red Seal Beer. Placed direct. 1-minute spots.

Red Top Malt. Joseph Advertising. Announcements.

E. P. Reed & Co. (Matrix Shoes). Geyer, Cornell & Newell. Quarter-hour transcriptions.

Refrigeration & Air Conditioning Institute. Critchfield Advertising. Quarter-hours, announcements.

Reid, Murdoch & Co. (food products). Rogers & Smith. Announcements.

Reliance Mfg. Co. (Big Yank work shirts). Mitchell Faust. Quarter-hour participation, once weekly; 5-minute spots.

Remington-Rand, Inc. (typewriters). Leeford Advertising; Armand S. Weill. Half-hours, 1 announcement weekly.

Republic Steel Corp. Meldrum & Fewsmith. Quarter-hour transcriptions, announcements.

Rex Cole (Frigidaire). Maxon. Half-hours.

United Drug Co. (Rexall Drug Products). Street & Finney. Half and quarter-hours, five 5-minute spots weekly.

Reynolds Health Foundation. Allied Advertising Agencies. Quarter-hours.

Richardson & Robbins (Food Products). Charles W. Hoyt Co. Announcements.

Richter, F. Ad (Anchor Pain Expeller; Irid). Chas. A. Weeks, Inc. Participation.

Rio Grande Oil. Half-hour weekly.

Rite-Way Shoe Cleaner. Blackett-Sample-Hummert. Announcements.

Rival Packing Co. (Rival Dog Food). Charles Silver Advertising. Quarter-hours.

Rochester Packing Co. (meats). Stewart, Hanford & Frohman. Daily quarter-hour.

Rockwood & Co. (cocoa). Larchar-Horton. Daily announcements.

Rolls Razor. Quarter-hours.

Roman Cleanser. Holmes, Inc. Announcements.

Royal Baking Powder. Gillham Advertising. Quarter-hours.

Roxy Custom Clothes. Peck Advertising. 5-minute spots, announcements.

Royal Lace Paper Works, Inc. Lawrence C. Gumbinner. Five-minute transcriptions.

Rumford Chemical Works (Rumford Baking Powder). Atherton & Currier. 25 and 50-word announcements; temperature and time signals daily.

Rug Nu. Placed direct. Quarter-hours.

Jacob Ruppert Brewery. Placed direct. 3 news flashes daily.

Russell Miller Milling Co. Quarter-hours.

Ruud Water Heater. Ketchum, MacLeod & Grove. Weather reports.

Ryan-Hampton Tobacco Co. Gardner Advertising. Announcements.

RYKO Products. Atherton & Currier. 1-minute spots.

S

S.S.S. Tonic. Transamerican Broadcasting & Television Corp. Quarter-hours.

S. & W. Food Products. Botsford, Constantine & Gardner. Quarter-hours.

Plough, Inc. (St. Joseph Aspirin). Lake-Spiro-Cohn. Announcements.

Salicon. Badger & Browning. Announcements.

Dr. Salsbury's Laboratories (poultry remedies). N. A. Winter Agency. Two 1-minute announcements, one 5-minute program weekly.

Samaritan Treatment. Allied Advertising Agencies. Quarter-hours.

Sampson Fan Co. (Safe-Flex Fans). Hutchins Advertising. Five 1-minute announcements per week.

Sapphire Flour. L. W. Wendt. Three 5-minute spots weekly.

Sargent Feed Co. Fairall & Co. Announcements.

Sawyer Biscuit Co. Neisser-Meyerhoff. 6 quarter-hours weekly.

Schmidt Brewing Co. Simons-Michelson. Announcements.

Schoenhut, Inc. (Toys). Carter Thomson. Announcements.

Scholl Manufacturing Co. (Arch supports and foot appliances). H. W. Kastor. Announcements.

Scott Furriers. Hammer Advertising Co. Announcements.

Scott Paper. J. Walter Thompson. Three 10-minute transcriptions weekly, five-minute participation in Home Forum, announcements.

William Scull & Co. (Boscul Coffee). F. Wallis Armstrong. Announcements.

Sears Roebuck & Co. (mail order, retail stores). D. B. Epstein; Roderick Air Aids. Half-hours, announcements.

Seebasco Corp. (drug products). Aitken-Kynett. Quarter-hours.

Sego Milk Co. L. S. Gillham. Quarter-hour transcriptions.

Seiberling Tires. Announcements.

Sendol Co. (headache tablets). Hogan Advertising. Sports broadcasts.

Serutan (laxative). Schillin Agency. Quarter-hours, 5-minute spots.

Servel, Inc. (refrigerators). Batten, Barton, Durstine & Osborne. Quarter-hour transcriptions.

Seybold Baking Co. Freitag Advertising. Quarter-hours.

Sharpless-Hendler Ice Cream. Al Paul Lefton. Announcements.

Shawmut Mfg. Co. (Quik Tint Dye Tablets). Manternach Co. Announcements.

W. A. Sheaffer Pen Co. Baggaley, Horton & Hoyt. 25, 30 and 60-word announcements, five days per week.

Shell Motor Oil. Placed direct. Quarter-hour daily.

Shell Petroleum. J. Walter Thompson. Announcements.

Sherwood Brothers (Petroleum Products). Van Sant, Dugdale & Co. 1-minute spots.

Silent Glow Oil Burner Corp. Charles W. Hoyt Co. Announcements.

Silex Co. (glass coffee makers). Schwimmer & Scott. Announcements.

Simoniz (auto polish). J. L. Sugden. Half-hours.

Sinclair Refining Co. Federal Advertising. Quarter-hours.

Skelly Oil Co. Ferry-Hanly; Russell C. Comer. Quarter-hours; 25, 30, 60 and 100-word announcements.

Skinner Food Products. Buchanan-Thomas; R. J. Potts. 30-word announcements, five weekly; also quarter-hour children's serial script, five weekly.

Skol Co. (sunburn preventative). Peck Advertising. Announcements.

Smith-Douglass Co. (fertilizer). 5-minute spots.

Smithfield Ham & Products. Placed direct. 25 and 60-word announcements.

Sno Flakes Products Co. Chas. A. Mason. Announcements.

Snow King Baking Powder. H. W. Kastor. Quarter-hours, ten 1-minute announcements weekly.

Socony-Vacuum Oil. J. Stirling Getchell. Quarter-hours, newscasts, 100-word announcements.

Southern Bearing & Parts Co. Cramer-Krasselt. Half-hours.

Southern Brewing Co. Quarter-hours, announcements.

Southern New England Telephone Co. Batten, Barton, Durstine & Osborn. Announcements.

Southwestern Bell Telephone. Placed direct. 50 and 100-word announcements.

Southwestern Drug Co. Erle Racey Advertising. Quarter-hour transcriptions.

Sparton Radios. Placed direct. 1-minute spots.

Spearman Brewing Co. Announcements.

Spencer Chain Stores, Inc. Chamber & Wiswell. Announcements.

E. R. Squibb & Son (drug products). Geyer, Cornell & Newell. 1-minute transcriptions.

S. S. Stafford (ink, carbon paper). Montrose-Rosenberg. Quarter-hours.

Stag Beer. Placed direct. 1-minute spots.

Staley Mfg. Co. (corn products, sugar, etc.). Gardner Advertising. Quarter-hours.

Stanback Co. (headache powders). J. Carson Brantley. Quarter-hours.

Standard Candy Co. C. P. Clark. 1 quarter-hour transcription weekly.

Standard Hardware. Alpert Agency. 6 announcements daily.

Standard Milling Co. (Ceresota Flour). Benton & Bowles. 2 announcements daily.

Standard Oil Co. McCann-Erickson Quarter-hours, announcements.

Standard Oil Co. of New Jersey. Marschalk & Pratt. Four 5-minute newscasts daily.

Standard Steel Works. Potts-Turnbull. 1-minute spots daily.

Standish Shoe Co. Rogers & Smith. 25 and 100-word announcements.

P. A. Starck Piano Co. George J. Kirkgasser & Co. Quarter-hours.

Star Outfitting Co. Allied Advertising Agencies. Half and full hours.

Statler Tissue. Radio Broadcasting Co. Announcements.

Steera-Kleen. Spot Broadcasting Co. Announcements.

C. H. Stemmons (Air-Flow Arch-Ezurs). Rhoades-Waddell. Announcements.

Sterling Ale. Hays MacFarland. Quarter-hours.

Sterling Breweries. Hays MacFarland. Quarter-hour transcriptions, twice weekly, 1-minute spots.

Sterling Casualty Insurance. Placed direct. Quarter-hours.

Sterling Products (California Syrup of Figs, Cal Aspirin, Phillips Dental Magnesia, etc.). Blackett-Sample-Hummert; Stack-Goble. Quarter-hour transcriptions.

Stewart-Warner Corp. (radios, refrigerators, auto accessories, etc.). 5-minute spots, announcements.

Stickney & Poor (spices). Radio Broadcasting Co. Announcements.

Stillicious. Placed direct. Three 10-minute spots weekly.

Storz Brewing Corp. Roche, Williams & Cunnyngham. Quarter-hours.

Street & Smith Publications. Placed direct. 100-word announcements.

Studebaker Motor Car Co. Roche, Williams & Cunnyngham. One half-hour and one quarter-hour transcription weekly; 1-minute spots.

Sugar Creek Butter Co. Quarter-hours.

R. G. Sullivan Co. (7-20-4 and Dexter Cigars). Broadcast Advertising. Announcements three times weekly.

Sunflame Oil Heater. Quarter-hours.

Sunny Service Oil Co. Simons-Michelson. Announcements.

Sun Oil. Roche, Williams & Cunnyngham. Quarter-hour sports reviews, announcements.

Sunrays Products. Stevens, Inc. Quarter-hours.

Sunsol Products (cod liver oil). Vanderbie & Rubens. Announcements.

Sure Laboratories. Selviair Broadcasting System. Announcements.

Swift & Co. (Allsweet, Sunbrite, etc.). J. Walter Thompson. Quarter-hour transcriptions, three 100-word and three 25-word announcements weekly.

T

Tea Market Expansion Bureau. William Esty & Co. 1-minute participation, Home Forum.

Telling-Belle-Vernon (ice cream, dairy products). N. W. Ayer. Announcements.

Texas Co. (petroleum products). Buchanan Co. 2 quarter-hours weekly, announcements.

Texas-Pacific Oil Co. Albert Evans, Advertising. Wrestling matches.

Texas Star Corp. Quarter-hours.

Tidewater Oil. Lennen & Mitchell. 12 newcasts weekly, half-hour, racing broadcasts.

Tivoli Brewing Co. McManus, John & Adams. Announcements, quarter-hours.

Townsend National Weekly. Critchfield. Announcements.

Tread Easy Shoes. Placed direct. Announcements.

Trindl Products. Guenther-Bradford. Quarter-hours.

Tri-Pak Hosiery. Albert Frank-Guenther-Law. Announcements.

Triplex Shoe Stores. Chambers & Wiswell. Quarter-hours.

Dr. J. F. True & Co. (Dr. True's Elixir). S. A. Conover. Daily announcements.

Truly Warner Stores Corp. Placed direct. Sports events.

Trutonophone (hearing aid). 5-minute spots.

Mrs. Tucker's Shortening. Crook Advertising. 30-word announcements, twice weekly.

U

Union Pacific Railroad Co. Ernest Bader & Co.; Caples Co. Quarter-hour transcriptions; 30 and 100-word announcements, four weekly.

Uncle Sam Breakfast Food. Bozell & Jacobs. 100-word announcements.

United Auto Insurance Co. Placed direct. Announcements.

United Drug Co. (Rexall). Street & Finney. 5 quarter-hour transcriptions weekly; announcements.

United Mutual Life Insurance Co. George R. Schulte. Quarter-hours.

U. S. Rubber Products. Campbell-Ewald. Announcements.

U. S. Tire. Campbell-Ewald. Announcements.

Utah Power & Light. Placed direct. Quarter and half hours.

Utica Knitting Co. John Thomas Miller. 1-minute announcements.

Utica Mutual Insurance. Devereaux Co. 7 announcements weekly.

V

V. C. Products. Chester McCall Co. 5-minute spots.

Valmor Products (hair straightener, bleach cream). Frankel Rose Co. Announcements.

Van Dam Cigars. Stevens Advertising. Announcements.

G. W. Van Slyke & Horton (cigars). Moser & Cotins. Announcements, 5-minute spots.

Vapoo Products Co. (rug shampoo). Montrose-Rosenberg. Quarter-hours.

Varley Products Corp. Interstate Advertising. Announcements.

Vernor's Ginger Ale. McCann-Erickson. Announcements.

Virginia-Carolina Chemical Co. (fertilizers). John Fort. Announcements.

Virginia Dare Extract Co. Metropolitan Advertising; E. W. Hellwig. Quarter-hours Monday through Friday.

Virginia Dare Stores, Inc. Placed direct. 60-word announcements.

Vitamex. Placed direct. 5-minute market reports.

Voigt Brewing Co. C. E. Rickerd Agency. Announcements.

W

Waggoner-Gates Milling Co. (Flour). Barrons Advertising. Announcements.

Wagner Beer. Gottschaldt-Humphrey. Announcements.

Walgreen Drug Co. D. B. Epstein. Weather reports, 25-word announcements.

Waples Platter Co. Crook Advertising. Quarter-hours.

Washburn-Crosby Milling. Placed direct. Quarter-hours.

G. Washington Coffee. Cecil, Warwick & Legler. Half-hours.

Washington Motor Coach Co. Beaumont & Hohman. Announcements.

Watch Tower Bible Society. Placed direct. Three 5-minute spots weekly.

Webster-Eisenlohr, Inc. (cigars). N. W. Ayer. Quarter-hour newscasts, six weekly; 60 and 100-word announcements.

Weed & Co. (hardware). E. C. Rogers Advertising. 6 announcements weekly.

Wehle Brewing Co. William B. Remington. Announcements.

C. M. Welch Co. (Bathasweet). H. M. Kiesewetter. Quarter-hour newscasts.

Welch Grape Juice Co. H. W. Kastor. 1-minute transcriptions.

Wesson Oil & Snowdrift Sales Co. Placed direct. Half-hours.

Western Growers Protective Assn. J. Walter Thompson. Announcements.

Western Union Telegraph Co. Placed direct. 100-word announcements.

Westinghouse Electric Supply. Fuller & Smith & Ross. 2 quarter-hour newscasts weekly, announcements.

White Magic Cleanser Corp. Hughes, Wolff & Co. Participation announcements.

White Rover Dog Food. The Boyd Co. Time signals.

Whittemore Bros. (shoe polishes). N. W. Ayer. 50-word announcements.

Wilbur Suchard Chocolate. Announcements.

Willard Storage Battery. Meldrum & Fewsmith. Announcements.

Willard Tablet Co. (stomach tablets). First United Broadcasters. Quarter-hours, 5-minute transcriptions.

Willis-Norton (Soothsayer Flour). Placed direct. Quarter-hour daily.

Wincharger Corp. Hays MacFarland. 1-minute transcriptions.

Winkelman Shoe Co. Placed direct. 25-word announcements.

Wolverine-Empire Refining. Luckey Bowman Advertising. Announcements.

Wolverine Shoe & Tanning Co. Ruthrauff & Ryan. Quarter-hours.

Women's Christian Temperance Union. Critchfield & Co. 5-minute transcriptions.

Woman's Home Companion. Geyer, Cornell & Newell. Quarter-hours.

Woodmen of the World Life Insurance Assn. Placed direct. 100-word announcements.

World Tourists, Inc. Announcements.

Y-Z

Yale Oil. Placed direct. 1 quarter-hour Monday through Friday.

Yeast Foam. Hays MacFarland. 5-minute spots.

Youth Education Assn. Placed direct. Quarter-hours.

Zenith Radio Corp. H .W. Kastor. Half-hours, 1-minute transcriptions.

Zion National Kosher Sausage Factory. Advertisers Broadcasting Co. Quarter-hours.

Zip Gasoline. Simons-Michelson. 6 announcements daily.

SEASONAL ADVERTISERS

This breakdown is based on the following factor: that many national or regional advertisers have products whose sale and use are such that seasonal advertising is more feasible than year-around advertising. To classify for this list, the advertiser must be in the class of national or regional distributors (not a local advertiser).

The sequence of the write-ups runs thus:

First, name of the advertiser.

Next, description of his product from which it may be determined at what seasons of the year advertising is purchased.

Third, name of the agency placing the account.

Last, a description of the time segments purchased.

This listing covers those national and regional advertisers noted by individual stations throughout the United States from the period of June 1, 1936, to the summer of 1937.

Note: in some instances an advertiser is noted both as a regular advertiser and as a seasonal advertiser. Product diversity accounts for this, or the advertiser may use different types of schedules in different parts of the country.

A

A & O Co. (cold preparation). J. Carson Brantley. Three 100-word announcements weekly.

Acme White Lead & Color. Henri, Hurst & McDonald; Gottschaldt-Humphrey. 1 quarter-hour transcription, five 100-word announcements weekly.

American Chicle Co. (Chiclets). Badger, Browning & Hersey. 1-minute announcements.

American Cranberry Co. Gotham Advertising. Announcements.

American Fireworks Distributing Co. Quarter-hours.

American Gas Machine. Greve Advertising Agency. Quarter-hours. 5-minute spots, announcements.

American Pop Corn Co. Coolidge Advertising Co. Five-minute transcriptions. 10-minute spots.

American Range Co. Schillin Advertising. Quarter-hour daily.

American Tobacco Co. (Roi Tan Cigars). Lawrence C. Gumbinner Advertising Agency. 25-word announcements daily.

Aurora Laboratories. (Clear-Again Cold Tablets). Aubrey, Moore & Wallace. Weather reports. Quarter-hours, transcribed announcements.

B

Baldwin Laboratories, Inc. Yount Co. 5-minute participation, 100-word announcements.

Ball Bros. (Mason Jars). Applegate Advertising. 5-minute spots, announcements.

Beaumont Laboratories (4-Way Cold Tablets). H. W. Kastor. Two 1-minute announcements daily.

Bayer-Semesan Co. Thompson-Koch Co. Six 1-minute announcements weekly.

Beneficial Finance. Announcements.

Blatz Brewing. Klau-Van Pietersom Dunlap Associates. 100-word announcements.

Bolle & Detzel. Radio-Rundfunk. Announcements.

Bowers Battery Mfg. Co. Beaumont, Heller & Sperling. 3 programs weekly.

Bowey's (Dari-Rich). Russell C. Comer. Quarter-hour transcriptions.

Boydell Bros. White Lead & Color Co. McManus, John & Adams. Announcements.

Milton Bradley Co. (school supplies, games). Blackstone Agency. Announcements.

M. J. Breitenbach Co. (Gude's Pepto Mangan). Brooke, Smith & French. Announcements.

Bunte Bros. (candy). Fred A. Robbin. Half-hours, 25 and 60-word announcements.

C

Cardinet Candy Co. Thomaschke-Elliott. Announcements.

Carbona Products. E. T. Howard Advertising. Announcements.

Carleton & Hovey (Father John's Medicine). John W. Queen. Announcements.

Casco Co. (cold tablets). Placed direct. Announcements.

Chamberlain Laboratories (lotion, cosmetics). Coolidge Advertising. 1-minute transcriptions.

Chicago - Milwaukee Steamship Line. McJunkin Advertising Co. 3 quarter-hours weekly.

Clark Gardner Nursery. Northwest Advertising. Quarter-hours, 5-minute spots.

M. L. Clein & Co. (Mentho Mulsion). United Advertising; Loeb Agency. 1-minute announcements.

Coast-to-Coast Stores. McCord Co. 1-minute transcriptions.

Coolerator. Ferry-Hanley. Quarter-hours.

Cynthia Sweets. Albert Frank-Guenther-Law. Announcements.

D

H. B. Davis Paint Co. Van Sant, Dugdale & Co. Two 5-minute transcriptions weekly.

Denver Rio Grande Railroad. Cussack Advertising. Quarter-hours.

Diamond Ginger Ale. Charles E. Hoyt. 1-minute announcements daily.

Devoe & Raynolds Co., Inc. (Pee Gee Paints). J. Stirling Getchell. Two 5-minute transcriptions weekly. 25-word announcements.

Du Pont (paints). Batten, Barton, Durstine & Osborn. Quarter-hour transcriptions, announcements.

Durkee's Famous Foods. (Preserved Foods). C. Wendel Muench & Co. Announcements.

E

Eaton Axle & Spring Co. Meldrum & Fewsmith. Announcements.

Earl May Seed Co. R. W. Ramsey. Quarter-hours.

East Texas Plant Co. Northwest Radio Advertising. 5-minute spots.

Edison General Electric Appliance Co. Announcements.

Ekhardt & Becker Brewing Co. McIntyre Associates. Program and announcements.

Eveready Prestone. J. M. Mathes. 30-word announcements.

F

F & F Laboratories. (Cough Lozenges). Stack-Goble. Announcements.

Falstaff Brewing Corp. Gardner Advertising. Baseball Broadcasts. 25-word announcements.

Fred Fear & Co. (Dyes & Food Products). Menken Advertising; Al Paul Lefton. Participation, announcements.

Ferry-Morse Seed Co. N. W. Ayer. 5-minute transcriptions.

Fine Products Co. (candy). Rawson-Morrill Advertising. Five 25-word announcements weekly.

Force (cereal). Erwin, Wasey. Announcements.

I. J. Fox, Inc. (Furs—Retail). Peck Advertising; Schilling Agency. Half-hours, 5-minute spots, announcements.

Freezone. J. Stirling Getchell. Announcements.

Frigidaire. Lord & Thomas. Half-hours, quarter-hours, announcements.

Fulton Co. (auto accessories). B. J Paulson. 100-word announcements, thrice weekly.

Florida Citrus. Ruthrauff & Ryan. 2 quarter-hour transcriptions weekly, 5-minute spots, 100-word announcements.

G

Gardner Nursery. Northwestern Radio Advertising. Quarter-hours, 5-minute spots, announcements.

General Mills (Bisquick Flour, Wheaties). Knox Reeves; Simons-Michelson. Baseball broadcasts, 5-minute spots.

Geisler Bird Co. Fishler, Zealand. Announcements.

Geppert Studios. Northwest Advertising. Quarter-hours, 5-minute transcriptions.

Gold Dust Corp. (cleansers, soap, shoe polishes). Batten, Barton, Durstine & Osborn. Announcements.

Golf Ball, Inc. Auspitz & Lee. 2 quarter-hours weekly.

Graef-Cower Corp. (fly catchers). John L. Butler Advertising. Announcements.

Grove Laboratories. (Tasteless Chill Tonic). H. W. Kastor. 100-word announcements.

H

H & H Cleaner. Coolidge Advertising. Announcements.

H. G. Hastings Co. (seeds, plants, bulbs). Freitag Advertising Agency. 1 announcement daily.

Horowitz Margareten (motzah). Advertisers Broadcasting Co. Quarter-hours.

Humble Oil & Refining. Franke-Wilkinson-Schiwerts. Football broadcasts.

I

Imperial Valley Asparagus Growers. Logan & Stebbins. Announcements.

J

Johns-Manville Corp. (asbestos products). 6 quarter-hours weekly.

Jolly Time Pop Corn. Northwest Advertising. 5-minute spots.

K

Kellogg Co. N. W. Ayer. Play-by-play baseball and football announcements.

Kelvinator Corp. (refrigerators). Announcements.

Kurativ Products. Martin & Kelty. Announcements.

L

Lacene Laboratories. Ernest Bader & Co. Quarter-hours.

Larkin Co. (general merchandise, mail order). Vanderbie & Rubens; Addison Vars. Quarter-hours, Monday through Friday, announcements.

Lincoln Zephyr Motor Co. McCann-Erickson. Announcements.

M

Magnolia Petroleum Co. (Mobilgas). Dunken Advertising Agency. Football games.

Magnolia Seed Co. Dicklow Advertising. 50-word announcements.

Mantle Lamp Co. Presba, Fellers & Presba. Quarter-hour transcriptions.

Maryland Pharmaceutical (Rem & Rel). Joseph Katz. Weather reports, announcements.

Earl E. May Seed Co. L. W. Ramsey. Quarter-hours.

Mentholatum (salve). Dillard Jacobs Agency. 100-word announcements.

Benjamin Moore (paints). Placed direct. 1 quarter-hour weekly.

N

National Carbon Co. (Eveready Prestone). J. M. Mathes. Two 25-word announcements daily.

New England Steamship Co. Wendell P. Colton. 2 announcements daily.

New Jersey Bell Telephone. Announcements.

Northrup, King & Co. (seeds and feeds). Olmstead-Hewitt. Quarter-hours, announcements.

Nu-Enamel Paints. Placed direct. Spots.

Nutrena Mills (poultry and live stock feed). Frank W. Whalen Agency. 1-minute announcement daily, 3 quarter-hours weekly.

O

Ohio Oil Co. Beyer & Bowman. Notre Dame football games.

Olds Motor Works. Placed direct. 5-minute spots.

Olson Rug Co. Presba, Fellers & Presba. Three quarter-hours and three 5-minute spots weekly.

Oneida, Ltd. (Community & Tudor silverware). Lord & Thomas; Geyer-Cornell. Quarter-hours, announcements.

Oregon-Washington Pear Bureau. Izzard Co. Quarter-hours.

Oyster Shell Products. Announcements.

P

Palace Travel Coach. Announcements.

Penn-Mutual Insurance. Harry Goodman Advertising. 5-minute spots.

S. W. Pike (seeds). E. H. Brown Agency. 1-minute announcement daily.

Pinex Co. (Cough Syrup). Baggaley, Horton & Hoyt. 5-minute market reports, 30 and 100-word announcements.

Piso Co. (proprietary remedies). Lake-Spiro-Cohn. Announcements.

Plough, Inc. (proprietary products). Lake-Spiro-Cohn. Three 25 and 30-word announcements weekly.

Plymouth Motor Co. J. Stirling Getchell. Quarter-hours. 25, 30 and 100-word announcements.

Premier Pabst Sales Co. (Beer, Ale). Morris-Schenker-Roth. 25 and 30-word announcements, time signals.

R

RCA Victor. Lord & Thomas. 30-word announcements.

Refrigeration & Air Conditioning Training Corp. National Classified Advertising. 1 quarter-hour weekly. Test campaign.

Royal Crown Cola. W. A. Miller Advertising. Announcements.

Royal Typewriter. Announcements.

S

Safe-Way Feed. K. E. Shepard Advertising. Announcements.

San Antonio Brewing (Pearl Beer). Pitluk Advertising. 6-hour special event.

R. Schiffman Co. (Asthmador Proprietary Remedy). Philip J. Meany. Announcements.

Seidlitz Paint & Varnish Co. Barrons Advertising. 5-minute spots.

Sherwin-Williams Co. (paints, etc.). Cecil, Warwick & Legler; T. J. Maloney. 100-word announcements, weather reports, five times per week.

Sinclair Coal. Barrons Advertising Co. 1-minute spots.

Sleetex. Humbert & Jones. Weather reports.

Smith Brothers (cough drops). Brown & Tarcher. 25 and 100-word announcements.

Socony-Vacuum Oil. J. Stirling Getchell. Baseball broadcasts, announcements.

Standard Beverages. W. A. Miller Advertising. Announcements.

Stateville Flour Mills. J. Carson Brantley Advertising. Three 10-minute spots weekly.

U

Union Cutlery. Quarter-hours.

United Drug Co. (Rexall). Street & Finney. 5 quarter-hour transcriptions weekly, announcements.

U. S. Industrial Alcohol. Lambert & Feasley. Announcements, six days per week.

V

Vick Chemical Co. (cold and cough remedies). Morse International. 100-word announcements daily.

W

Walker Remedy Co. Weston-Barnett. Six 1-minute transcriptions weekly.

Wander Co. (Ovaltine). Blackett-Sample-Hummert. 3 quarter-hour transcriptions weekly.

Ward Refrigerator Co. Logan & Stebbins. Quarter-hour transcriptions, announcements.

George E. Warren Corp. (Cleercoal). Harry M. Frost Agency. Daily announcements.

Wasey Products (Musterole). Erwin, Wasey. Announcements.

Washington State Apples. J. Walter Thompson. Quarter-hours, 1-minute participation in Home Forum.

Geo. D. Wetherill & Co. (paints and varnish). Announcements.

The White House. H. I. Lill Advertising. Announcements.

Wilbert Products Co. (Javex Ammonia, No-Rub Floor Wax). W. I. Tracy. Announcements.

Wright Co. (Wright's Tested Plant Aid). H. B. LeQuatte Co. 5-minute participation in Home Forum.

Y

Yakima Valley Peach Bureau. Izzard Co. Announcements.

Z

Zenith Radio Corp. H. W. Kastor. 1-minute transcriptions.

Zerbst Pharmacal Co. (cough remedies). Barron Agency. Daily announcements.

STANDARD SPOT BROADCASTING ORDER

On the facing page is reproduced the standard order for spot broadcasting approved by the National Association of Broadcasters and the American Association of Advertising Agencies (4A) in 1933.

STANDARD ORDER BLANK FOR SPOT BROADCASTING

NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION — ORDER NO.

CITY AND STATE — DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser]

FOR [product] — NAME OF PROGRAM

LENGTH OF BROADCAST	HOUR	DAYS	TIMES PER WEEK	TOTAL NO. TIMES

COMMENCEMENT DATE	EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY	CUE SHEETS	TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each B'cast:	$	$	$	$	$ .....
For ..... Broadcast:	$	$	$	$	$ .....

LESS TIME DISCOUNT:	LESS AGENCY COMMISSION:	LESS CASH DISCOUNT:
.....%	..15% of Station Charge ....% of Talent Charge	2% of net time charge if paid by.....th of month following services

Subject to standard conditions on back hereof.

NAME OF ADVERTISING AGENCY, PER.....

Member of
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by

National Association of Broadcasters

In co-operation with

American Association of Advertising Agencies

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent

costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified, the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not

be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.
[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.
[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.
[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

A. A. A. A. RATE CARD

A model rate card for individual radio stations, prepared to conform with the standards of the American Association of Advertising Agencies, is shown below.

City and State **Name of Station**

Rate Card No.....
Date of Issue.....
Date in Effect.....

("Standard Rate Card" Specimen Form for Radio Broadcast Advertising)

1—GENERAL BROADCASTING

a. Rates by time of day and length of period.
b. Discounts on number of periods used.
c. Other general rate information. (State whether or not rates include cost of artists' services.)

2—CLASSIFICATIONS

a. Rates for special classification of advertisers.
b. Regulations applying thereto.

3—SERVICE FACILITIES

a. Availability of artists' services and regulations applying thereto.
b. Facilities for handling programs originating outside of regular studios.
c. Other service features.

4—COMMISSION AND CASH DISCOUNT

a. Agency commission.
b. Cash discount.
c. Payment dates.
d. Other commission and cash discount information. (State whether or not commission and cash discount apply on gross amount including cost of program.)

5—REGULATIONS AND RESTRICTIONS

a. Maximum and minimum length of periods and frequency of broadcasting permitted.
b. All closing dates.
c. Any other regulations or restrictions.

6—TERRITORY COVERED

7—MISCELLANEOUS

a. Owned and operated by.
b. Year established.
c. Location of transmitting plant and studios.
d. Affiliated stations and organizations.
e. Wave length, power, and frequency of kilocycles.
f. Names and addresses of officials and special representatives.

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies)

CBS AND MUTUAL SPONSOR CONTRACTS

Facsimiles of contracts made by the Mutual Broadcasting System and the Columbia Broadcasting System and their sponsors.

COLUMBIA BROADCASTING SYSTEM CONTRACT

Agreement made this.....day of.....19...., between COLUMBIA BROADCASTING SYSTEM, INC. (hereinafter called the "System"), and .....

.....

(hereinafter called the "Agency").

WHEREAS, The System, with its affiliated broadcasting stations, has available broadcasting facilities and is engaged in the business of radio broadcasting; and

WHEREAS, The Agency desires to avail itself of the System's broadcasting facilities;

NOW, THEREFORE, For and in consideration of the mutual covenants herein contained, the parties hereto have agreed and do agree as follows:

WITNESSETH:

(1) The System agrees to broadcast, on behalf of the Agency, subject to availability of line facilities and station acceptances, programs for.....consecutive weeks on.....of each week, beginning on..... for approximately..... .....hour, between approximately..... M. and.....M., New York time current on the date of each broadcast, through radio broadcasting stations located in the cities listed in Exhibit A attached hereto and made part hereof.

(2) The Agency agrees that the programs provided for herein shall be broadcast for the advertising of.....of its client,..... ....., and for no other product, service or purpose without prior notice to and approval by the System.

(3) The Agency agrees to pay the System for each week's broadcasting hereunder (after deduction of discounts currently allowable and agency commission) in weekly installments of.....dollars ($.....). The net amount of each installment is computed as set forth in Exhibit A attached hereto, and allowances of discounts are subject to conditions specified in Rate Card No..... of the System. Each installment shall be due and payable immediately following the date fixed herein for the completion of each week's broadcasting. The System's failure to demand or insist upon prompt payment in accordance herewith shall not constitute a waiver of its right to do so. In the event that the Agency shall fail to make payments in accordance with the terms hereof, or in the event of any other breach hereof by the Agency, the System may, at its option, in addition to any other rights which it may have, immediately cease furnishing facilities and broadcasting hereunder.

(4) The Agency shall furnish or cause to be furnished the artistic personnel and material for the programs at the time and on the dates provided for herein and each program shall be rendered and broadcast in a manner satisfactory to the System. A complete copy of the continuity and/or script and/or musical selections for each proposed program and a list of the artistic personnel for each program shall be furnished to the System at least one (1) week in advance of the date upon which such program is to be broadcast. In the event that the Agency fails to furnish or cause to be furnished the artistic personnel for its programs, the System shall be entitled to furnish such artistic personnel as it deems necessary, and the Agency agrees to pay the cost thereof. The said continuity and/or script and/or musical selections for each program shall, in any event, be prepared, written and broadcast in conformity with the regulations and restrictions set forth on the back hereof, which are an integral part of this agreement. The System reserves the right to refuse to broadcast any programs which do not in its opinion maintain a quality creditable alike to the System and to the Agency. In the event that the Agency fails to furnish the said copy of the continuity and/or script and/or musical selections, and/or in the event that in the opinion of the System the said continuity and/or script and/or musical selections, as furnished by the Agency, fails to conform to the regulations and restrictions set forth on the back hereof, the System shall have the right, without prejudice to any other rights it may also have, to furnish and/or substitute continuity and/or script and/or musical

selections prepared by the System or to edit the said continuity and/or script and/or musical selections as furnished, as the case may be. In all such cases, however, the System will endeavor to notify the Agency of any changes or substitutions in advance of the broadcast.

(5) The System reserves the right in its discretion, and without liability, to omit one or more of the broadcasts referred to herein, and to use part or all of the time contracted for herein for broadcasts of special events of importance. In all such cases, the System will use its best efforts to give the Agency reasonable notice of its intention to omit such broadcast or broadcasts, and in the event of such omission the Agency shall not be obligated to pay for the broadcast so omitted, unless said broadcast is made at some substituted time mutually satisfactory to the parties hereto.

(6) Any failure or impairment of facilities or any delay or interruption in broadcasting programs, or inability at any time to furnish facilities for broadcasting, due to causes beyond the control of the System, shall not constitute a breach of this agreement and the System will not be liable to the Agency, except to the extent of allowing a pro-rata reduction in charges for time at the rates indicated in Exhibit A hereto for each station with respect to which facilities failed or were impaired or not furnished, or on which broadcasting was delayed.

(7) The Agency warrants that the broadcasting of its programs will not violate any rights of others, and the Agency agrees to save the System, its officers, directors, agents, stockholders, employees, subsidiaries and any affiliated stations carrying the Agency's program or programs, harmless from any and all claims, damages, liability, costs and expenses, including counsel fees, arising from the broadcasting of such programs. The System reserves the right to refuse to broadcast any and all programs containing matter which is, or in the reasonable opinion of the System may be, or which a third party claims to be, violative of any right of others. The exercise or failure to exercise any of the rights reserved to the System under paragraph (4) of this agreement, or otherwise, shall not be deemed a waiver of any of the Agency's obligations under this paragraph (7).

(8) Failure on the part of the System in any instance to exercise any of the rights reserved to it hereunder shall not be deemed a waiver by it of such rights for the future.

(9) This agreement shall be construed in accordance with the laws of the State of New York, and the obligations of the System hereunder are subject to the terms of the several licenses of its affiliated stations and to all federal, state or municipal laws or regulations now or hereafter in force and to the regulations of all Commissions or other governmental bodies or authorities presently or hereafter to be constituted.

(10) This contract contains the entire agreement between the parties and is not subject to oral modification.

IN WITNESS WHEREOF, the parties hereto have executed this agreement at New York, N. Y., the day and year first above written.

COLUMBIA BROADCASTING SYSTEM, INC.
(Herein referred to as the "System")

By .....

.....
(Herein referred to as the "Agency")

By .....

This agreement is not binding upon the System until executed and delivered by a duly authorized officer thereof.

The Agency agrees to co-operate with the System in the broadcasting of programs of the highest possible standard of excellence and for this purpose to observe the following regulations and restrictions in the preparation, writing and broadcasting of its programs. There shall be:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy, or any other unfair competition.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated. (Since the System must be the sole judge of the suitability for broadcasting over its facilities of any proposed contest or offer, it is advisable to submit all proposed arrangements for such contests or offers to the System prior to making any commitments. In any event, the Agency will deliver to the System copies of all continuity and other material in connection with any contest or offer

fifteen days before the first broadcast thereof. The Agency will provide fair and competent judging.)

5. No programs or announcements that are slanderous, obscene, or profane, vulgar, repulsive or offensive, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. No commercial announcements, including announcements of contests and offers, exceeding 10% of total broadcasting time on evening programs or 15% of total broadcasting time on daytime programs, except that forty seconds additional may be devoted to such commercial announcements on quarter-hour programs, whether evening or daytime. No unpleasantly rapid delivery of commercial announcements.
8. No more than two price mentions on a 15-minute program.
   Not more than three price mentions on a half-hour program.
   Not more than five price mentions on a full-hour program.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No continuity which describes repellently any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
12. No use of broadcasting time except for direct or indirect advertising of goods or services.
13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general.

The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.

MUTUAL BROADCASTING SYSTEM CONTRACT

AGREEMENT made this.....day of....., 193...., between the Mutual Broadcasting System, Inc. (hereinafter called "Mutual") and.....

.....

(hereinafter called the "Advertiser").

WITNESSETH:

1. Mutual agrees to furnish the necessary facilities for broadcasting and to broadcast programs sponsored by.....

.....for their product.....

.....

for the Advertiser during the following periods of time: .....

minutes between..... M. and.....M., (New York City time) on ..... of each week for a term of.....beginning.....

193...., and ending on.....193....; .....

.....

.....

through the following stations: .....

.....

and the Advertiser agrees to pay Mutual the following time charges therefor: .....

.....

.....

.....

.....

.....

bills to be rendered by Mutual monthly and to be payable by the Advertiser on the 20th of the following month.

2. The Advertiser shall furnish, or shall cause.....

to furnish, to Mutual, at the time and on the dates as provided for herein, programs prepared in every detail and ready for broadcasting, said programs to be of a quality and to be rendered for broadcasting in a manner satisfactory to both parties.

3. Announcements satisfactory to both parties may be made at the beginning and at the end of each program and at any intervals between that may be mutually satisfactory. In the event, however, the parties cannot agree on said announcements, then said announcements shall be substantially as follows: "This program is being furnished by .....
.....

4. Mutual may at its discretion, without liability, appropriate part or all of the time allotted to any of the programs provided for herein and in such cases Mutual will make no charge to the Advertiser for the program omitted. Mutual, however, will use its best endeavors to give the Advertiser ample notice of such appropriation.

5. Mutual will not be liable to the Advertiser, except to the extent of allowing a pro rata reduction in the charge for the facilities referred to herein, for temporary failure or impairment of transmitting or broadcasting facilities or delays in transmitting or broadcasting programs, or inability to furnish facilities for broadcasting through all the stations mentioned herein due to causes beyond the control of the Company.

6. The Advertiser agrees to protect and indemnify Mutual and the stations specified in paragraph 1 above against any and all liability, loss or expense arising from claims for libel, slander, infringement of trademarks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the Advertiser's programs.

7. This contract is subject to the terms of all broadcasting licenses issued to the stations specified in paragraph 1 above, to all Federal, State and Municipal laws and regulations and to all rules, regulations and orders of the Federal Communications Commission now or hereafter in force.

8. This contract may not be transferred or assigned by the Advertiser.

9. If the Advertiser shall fail to pay, as aforesaid, any bill rendered by Mutual, Mutual shall have the option to terminate this contract without notice to the Advertiser.

IN WITNESS WHEREOF, the parties hereto have executed this agreement at Chicago, Ill., on the day and year first above mentioned.

MUTUAL BROADCASTING SYSTEM, INC.

By .....

ADVERTISER

.....

By .....

CODE OF ETHICS—N. A. B.

(Rules of business conduct, as prescribed by the broadcasting industry's trade association.)

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertising matter regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or

claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

CBS NEW POLICIES

(A statement to the public, to advertisers, and to advertising agencies.)

(May 15, 1935)

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility. Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

Children's Programs

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

Advertising Which Discusses Internal Bodily Functions, Symptoms, etc.

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

Commercial Announcements

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the

public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

Evening Programs

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

Full-hour programs:
All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:
All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:
All commercial announcements not to total more than
3 minutes

Quarter-hour programs:
All commercial announcements not to total more than
2 minutes 10 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

Daytime Programs

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

Public Acceptance

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

Basic Advertising Policies

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. **No false or unwarranted claims for any product or service.**
2. **No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.**
3. **No disparagement of competitors or competitive goods.**

4. **No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.**
5. **No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.**
6. **No ambiguous statements that may be misleading to the listening audience.**
7. **Not more than two price mentions on a 15-minute program.**
   Not more than three price mentions on a half-hour program.
   Not more than five price mentions on a full-hour program.
8. **No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interest of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.**
9. **No appeals for funds.**
10. **No testimonials which cannot be authenticated.**

NBC PROGRAM POLICIES

(A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.)

(January, 1934; revised March, 1936)

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies.

These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience—primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest.

Unpleasant or gruesome statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its length, NBC should be supplied with the names of the winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

Requirements

I.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

II.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

III.

False or questionable statements and all other forms of misrepresentation must be eliminated.

IV.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

V.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

VI.

Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

VII.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

VIII.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

Program Procedure

To secure observance of the requirements set forth in Part 2, the following procedure has been adopted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

I.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

II.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

III.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

IV.

For the protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

V.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

VI.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

VII.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.

U. S. SPONSORS ABROAD

U. S. sponsors who bought time on radio stations in foreign nations are indicated below. Due to the well-nigh impossible nature of making such a record all-inclusive, the intention here is to give a representative picture, rather than mistakenly attempt a complete one. Acknowledgment is made to the Conquest Alliance Co., Inc., for their aid in this compilation.

A

American Safety Razor Corp.
American Tobacco Co.
Arcturus Radio Tube Co.
Associated Oil Co.
Atlanic Refining Co.
Atwater-Kent Mfg. Co.
Axton-Fisher Tobacco Co.

B

Bauer & Black
Bayer & Company
Borden Company
Bost, Inc.
Bourjois Sales Corp.
Bolet, Inc.
Bristol-Myers Co.
British American Tobacco Co.
Borg-Warner
Brown & Williamson Tobacco Co.
Buick Motor Co.

C

California Fig Syrup Co.
Carter Medicine Co.
Chevrolet Motor Co.
Columbia Pictures Corp.
Corn Products Refining Co.
Crystal Corp.
Chrysler Corp.
Cluett, Peabody & Co., Inc.
Colgate-Palmolive-Peet Co.
Crosley Radio Corp.

D

Dodge Motor Co.
Dunkle Famous Foods, Inc.
E. I. du Pont de Nemours

E

Eastman Kodak Co.
Easy Washing Machine Co.
Eno, Ltd.

F

Fairbanks-Morse
Firestone Tire & Rubber Co.
Ford Motor Co.
Fougera & Co.
Forhan Company, Inc.
Fox Film Corp.
Frigidaire Sales Corp.

G

General Electric Co.
General Foods Sales Corp.
General Household Utilities Co.
General Motors Corp.
General Tire Co.
Gillette Safety Razor Co.
Glazo Co.
Glidden Paint Co.
B. F. Goodrich Co.
Goodyear Tire & Rubber Co.
Grace Steamship Co.
E. Griffith Hughes Co.
Grove Labs Co.

H

E. J. Heinz Co.
Holeproof Hosiery Co.
Hoover Company
Horlick's Malted Milk Co.
Hudson Motor Co.
Hudnut, Richard
Hydegrade Sylvania Co.

I

Ingersoll Watch Co.

K

Kayser Hosiery Co.
Kelvinator Sales Co.
Knox Company
The Kolynos Co.
Kraft-Phoenix Cheese Corp.

L

Lambert Pharmacal Co.
Lanthern, Inc.
Larvex Corp.
Lehn & Fink Products Co.
Lever Brothers
Lady Esther Co.
Libby, McNeil & Libby
Life Savers, Inc.
Liggett & Myers Tobacco Co.
George W. Luft Co.

M

Max Factor, Inc.
McCoy's Lab., Inc.
McKesson & Robbins
Mentholatum Co.
Mennen Company
Dr. Miles Labs.
Enoch Morgan's Sons Co.
Mustard Company

N

National Biscuit Co.
National Carbon Co.
Nestle's Milk Products, Inc.
Norge Refrigerators
Northam Warren Sales Co., Inc.
Nu-Enamel Corp.

P

Packard Motors Co.
Pan-American Oil Co.
Paramount Pictures
Pebeco, Inc.
Pepsodent Co.
Philco Radio & Television Corp.
Charles H. Phillips Chemical Co.
Picot Lab., Inc.
Pilot Radio Corp.
Plough Sales Corp.
Pompeian Co.
Pond's Extract Co.
Princess Pat, Ltd.
Procter & Gamble
Pro-Phy-Lac-Tic Brush Co.

Q

Quaker Oats Co., The

R

RCA Victor Co.
Reuter Soap

S

Sapolin Co.
Scott & Browne
Servel Company
Shell Oil Co.
Simmons Co.
SKF Company
Socony-Vacuum Oil Co.
Sperry Flour Co.
Squibb & Sons, E. R.
Stanco, Inc. (Flit)
Standard Brands, Inc.
Standard Oil Co. of N. J.
Stewart-Warner
Studebaker Motor Corp.
Swift & Company
Sydney Ross Co.

T

Texas Company
Three-Minute Cereals Co.
Toddy, Inc.

U

Universal Pictures Corp.
United Artists Corp.
U. S. A. Corp.

V

Vadsco Sales Corp.
Vicks Chemical Co.

W

Wahl Company
Wampole Corp., Henry K.
Wander Co., The
Williams Co., J. B.
Warner Bros.
Warner & Co., Inc., Wm. R.
Westinghouse Mfg. Co.
West Indies Oil Co.
Wrigley, Jr. Co., Wm.
Winslow, Mrs.

Z

Zenith Radio Corp.
Zino Pads
Zonite Corp.

BILLINGS TO CLIENTS BY TYPE OF MEDIA

FROM CENSUS OF BUSINESS - 1935

BILLINGS REPRESENT 918 AGENCIES

NEWSPAPERS



MAGAZINES



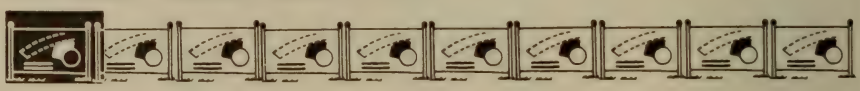
TRADE PAPERS ETC.



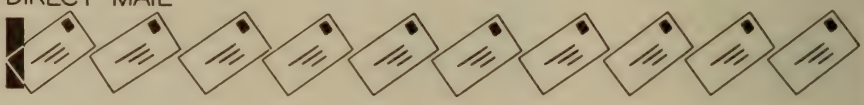
RADIO



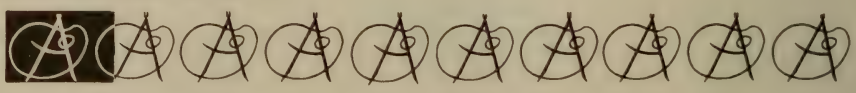
OUTDOOR ADVERTISING ETC.



DIRECT MAIL



ART & MECHANICAL



STORE DISPLAY ETC.



SCALE: 5% = ONE FIGURE

AGENCIES

NETWORK BILLINGS TO AGENCIES–1936

In the listings below are tabulated the gross billings to agencies by the three major chains. The NBC Red and Blue billings are computed into one table. In the "comparative spending" chart is calculated the comparative gross expenditure with NBC and CBS by various agencies for a three-year period.

COMPARATIVE AGENCY SPENDING, 1934-5-6

(EXPENDITURES FOR NBC-CBS TIME ONLY)

AGENCY	1936		1935		1934	
Blackett-Sample-Hummert	(1)	$6,011,665	(2)	$4,774,907	(1)	$4,104,412
Lord & Thomas	(2)	5,573,278	(4)	3,335,372	(2)	4,101,685
J. Walter Thompson	(3)	5,148,557	(1)	4,990,644	(3)	2,930,851
N. W. Ayer	(4)	3,276,155	(5)	2,964,094	(6)	2,042,173
B. B. D. & O	(5)	2,716,819	(11)	1,111,618	(8)	1,439,748
Benton & Bowles	(6)	2,419,182	(3)	3,449,439	(4)	2,392,374
Young & Rubicam	(7)	2,244,484	(7)	1,530,673	(7)	1,796,832
Blackman	(8)	2,018,344	(10)	1,372,179	(20)	504,542
Stack-Goble	(9)	1,501,678	(9)	1,386,274	(10)	1,367,254
Erwin, Wasey & Co	(10)	1,467,959	(6)	1,730,212	(5)	2,145,732
F. Wallis Armstrong	(11)	1,256,154	(16)	893,515	(35)	240,240
Ruthrauff & Ryan	(12)	1,237,928	(17)	886,640	(9)	1,409,984
Wade Advertising Co	(13)	1,220,132	(18)	858,671	(24)	399,105
Newell-Emmett	(14)	1,189,426	(21)	734,311	(11)	1,140,460
Roche, Williams & Cunnyngham	(15)	1,048,683	(15)	910,329	(16)	834,878
William Esty Co	(16)	1,047,534	(13)	946,107	(15)	885,705
Campbell-Ewald	(17)	854,279	(22)	285,895	(13)	970,952
Lennen & Mitchell	(18)	782,043	(14)	945,176	(14)	963,800
Hutchins Advertising Co	(19)	745,020	(23)	556,989	(23)	405,481
Paris & Peart	(20)	738,652	(30)	360,584	(41)	189,379
McCann-Erickson	(21)	700,520	(8)	1,445,915	(12)	1,052,393

CBS GROSS BILLINGS TO AGENCIES (1936)

B. B. D. O	$2,360,292	Wm. C. Esty	1,047,534
Blackett-Sample-Hummert	1,963,086	J. Walter Thompson	997,181
N. W. Ayer	1,822,945	Hutchins Adv. Company	745,020
Benton & Bowles	1,562,135	Stack-Goble Company	568,427
F. Wallis Armstrong	1,256,154	Paris & Peart	566,060
Ruthrauff & Ryan	1,192,704	Young & Rubicam	499,300
Newell-Emmett	1,095,810	Erwin, Wasey	410,673
Lord & Thomas	1,080,908	J. Stirling Getchell	344,437

AGENCY BILLINGS—Continued

Knox-Reeves	341,410	U. S. Advertising Corp	52,160
Frances Hooper	324,596	Aitkin Kynett	48,750
Arthur Kudner	321,390	Wessel Company	43,501
Maxon, Inc	306,006	J. M. Mathes	39,000
Hays MacFarland & Co	295,575	Cockfield Brown & Co., Ltd	38,700
Gardner	287,671	Federal Advertising Agency	37,665
Roche, Williams & Cunnyngham	273,817	Aubrey, Moore & Wallace	32,705
Lennen & Mitchell	249,415	Lambert & Feasley	22,760
E. W. Hellwig Company	242,265	Hutchinson Adv. Co	16,485
Donahue & Coe	217,330	J. L. Sugden Company	16,196
Fletcher & Ellis	212,242	Publicity Associates	13,267
Hanff-Metzger	206,240	Brooke, Smith & French	10,755
Rohrabaugh & Gibson	183,345	Caples Company	10,111
Neiser Myerhoff	178,480	Joseph Katz Co	9,544
D'Aarcy Adv. Co	171,025	Westco Adv	9,500
Loomis & Hall	155,139	R. H. Alber Co	7,310
Morse International	134,960	Albert M. Ross, Inc	6,630
Marschalk & Pratt	124,540	Emil Brisacher & Staff	6,560
McCann-Erickson	117,568	Milton Weinberg Adv. Co	6,000
Grey Adv. Agency	116,390	L. D. Wertheimer	5,740
Biow Company	111,570	Cooperative Advertising	4,045
McManus, John & Adams	98,700	Hays Adv. Agency	2,820
Campbell-Ewald Company	97,335	Botsford, Constantine & Gardner	2,701
Lee Anderson Adv. Co	91,978	Dan B. Miner Co	2,322
Henri, Hurst & McDonald	60,096	Reincke-Ellis-Youngreen & Finn	1,600
Topping & Lloyd	57,283	Metropolitan Adv. Agency	1,263
Albert Frank-Guenther-Law	56,508	Raymond Morgan	480
Kenyon & Eckhardt	54,756	Miscellaneous (No Agency)	119,282

MUTUAL GROSS BILLINGS TO AGENCIES (1936)

Blackett-Sample-Hummert	$282,976	Geyer, Cornell & Newell	30,851
Sehl Advertising	184,356	Dorland International	29,500
Wm. Esty & Co	118,589	Baggely, Horton & Hoyt	27,691
Erwin, Wasey & Co	99,055	Roche, Williams & Cunnyngham	23,257
Young & Rubicam	85,630	Donahue & Coe	21,936
Stack Goble Adv. Agency	85,165	B. B. D. & O	21,403
Ruthrauff & Ryan	72,252	Neisser-Meyerhoff	19,892
Lennen & Mitchell	61,668	Presba, Fellers & Presba	15,902
Chas. Daniel Frey	61,324	Ralph H. Jones	14,697
H. M. Kiesewetter	60,737	Henri, Hurst & MacDonald	14,277
De Garmo Corporation	59,897	Aitkin Kynett	9,031
Marschalk & Pratt	54,460	Rogers & Smith	8,652
U. S. Advertising Corp	54,028	Aubrey, Moore & Wallace	7,867
H. W. Kastor & Sons	51,065	Vanderbie & Rubens	7,631
Hanff-Metzger & Co	41,807	Brooke, Smith & French	7,482
Albert M. Ross	41,660	James R. Flanagan	6,201
Lord & Thomas	40,496	Newell, Emmett & Co	5,279
Luckey, Bowman, Inc	37,942	Samuel C. Croot, Inc	4,032
Kelly-Stuhlman, Inc	37,644	Guenther, Bradford & Co	3,536
Kenyon & Eckhardt	34,968	Franklin Bruck Co	3,487
Reinecke, Ellis, Younggreen & Finn	30,950	Neff-Rogow	1,503

NBC GROSS BILLINGS TO AGENCIES (1936)

Lord & Thomas	$4,492,369
J. Walter Thompson Co	4,151,376
Blackett-Sample-Hummert, Inc.	4,048,579
Blackman Advertising, Inc	2,018,344
Young & Rubicam, Inc	1,745,184
N. W. Ayer & Son, Inc	1,453,210
Wade Advertising Agency	1,220,132
Erwin, Wasey & Co., Inc	1,057,286
Stack-Goble Advertising Agency	933,251
Benton & Bowles, Inc	857,047
Roche, Williams & Cunnyngham, Inc.	774,866
Campbell-Ewald Co	756,924
McCann-Erickson, Inc	582,952
Pedlar & Ryan, Inc	572,543
Lennen & Mitchell, Inc	532,628
Federal Advertising Agency, Inc.	517,231
Sweeney & James Co	511,506
Cecil, Warwick & Cecil, Inc	506,923
The Biow Co., Inc	483,624
Hutchinson Advertising Co	476,130
Fuller & Smith & Ross, Inc	411,784
Arthur Kudner, Inc	410,518
Aubrey, Moore & Wallace, Inc.	369,024
Batten, Barton, Durstine & Osborn, Inc	356,527
Needham, Louis & Brorby, Inc.	333,935
Gardner Advertising Co	297,972
L. W. Ramsey Co	275,416
Charles Daniel Frey Co	239,002
Leo Burnett Co., Inc	201,345
H. W. Kastor & Sons Co., Inc	179,386
H. C. Bernsten Agency	175,408
Paris & Peart	172,592
Hanff-Metzger, Inc	148,604
McJunkin Advertising Co	136,568
Publicity Associates, Inc	134,281
Blaker Advertising Agency, Inc.	132,588
United States Advertising Corp.	132,115
Henri Hurst & McDonald, Inc	124,232
J. Stirling Getchell, Inc	122,731
Auspitz & Lee	96,180
D. P. Brother & Co	95,907
Newell-Emmett Co., Inc	93,616
Westco Advertising Agency	90,913
Russell C. Comer Advertising Co.	86,784
The Clements Co., Inc	86,066
C. P. Clark, Inc	84,624
McKee & Albright, Inc	79,280
McKee & Albright, Inc	78,001
Brown & Tarcher, Inc	69,041
Peck Advertising Agency, Inc.	68,936
Maxon, Inc	64,021
Knox-Reeves Advertising, Inc	59,221
Gardner-Greist Co	53,028
Associated Advertising Agency	50,592
Charles R. Stuart, Inc	49,520
Baggaley, Horton & Hoyt, Inc	48,966
J. M. Mathes, Inc	46,780
Fitzgerald Advertising Agency, Inc.	45,288
Ruthrauff & Ryan, Inc	45,222
Frank Presbrey Co	39,714
Sellers Service, Inc	38,704
Rohrbaugh & Gibson	37,360
J. P. Muller & Co	35,281
Heath-Seehof, Inc	33,911
Marschalk & Pratt, Inc	32,966
Emil Brisacher & Staff	32,922
MacManus, John & Adams, Inc.	32,388
Philip O. Palmer & Co., Inc	32,292
Walter Biddick Co	29,952
Cramer-Krassett Co	27,604
Brooke, Smith & French, Inc	26,744
Leighton & Nelson	24,066
Loomis & Hall, Inc	21,272
W. S. Hill Co., Inc	19,683
Howard E. Williams Co	19,136
L. D. Wertheimer Advertising Co., Inc	16,704
Milton Weinberg Advertising Co., Inc	15,616
Dan B. Miner Co	15,288
Metropolitan Advertising Co	13,577
The Joseph Katz Co	13,073
Rogers & Smith Advertising Agency	13,036
Walker & Downing	12,632
Geyer, Cornell & Newell, Inc.	10,192
The Caples Co	9,936
Botsford-Constantine & Gardner	9,728
Tomaschke-Elliott, Inc	8,704
Wm. H. Rankin Co	8,333
Kenyon & Eckhardt, Inc	7,632
Josef Israels II	7,507
Critchfield & Co	7,448
Tracy-Locke-Dawson, Inc	7,224
Albert M. Ross, Inc	7,080
Wallace A. Miller Advertising Agency	5,952
Ray Davidson Agency	5,882
Logan & Stebbins Advertising Agency	5,040
Richardson, Alley & Richards Co.	4,351
Morris, Windmuller & Enzinger	3,370
The Wm. A. Ingoldsby Co	3,256
Reincke-Ellis-Younggreen & Finn, Inc	3,240
Pacific Advertising Staff	1,728
Lane Features	1,312
Walter Barush Public Service	544
Hickson & O'Donnell	256
R. Halber Co	144
No Agency	383,051
TOTAL	$34,523,950

ADVERTISING AGENCIES

Complete references to the major advertising agencies engaged in radio time buying and production are indicated in the list below, alphabetically.

By "spot" is meant "spot broadcasting"—i.e., purchase of time on individual stations, as opposed to network advertising. By "local" is meant "local advertising"—i.e., spot advertising which comprises but one, local, station. "Spot announcements" are small time purchases, large enough only to contain a commercial announcement but not much, if any, program. "Production" refers to program-building and construction. "Writers" indicates the script men authoring the various programs.

AARONS, SILL & CARON, INC., Architects Bldg., Detroit, Mich. *Phone:* Temple 1-3515. *Executives:* Harold Aarons, president and treasurer; Jerome Sill, vice-president; E. McMullen, secretary; John H. Caron. *Radio director:* Jerome Sill. *Radio clients:* Kellogg Corset Co. (spot); Mazer-Cressman Cigar Co. (spot); Hamilton Carhartt Overall Co. (spot); S. C. Hadley, Inc. (spot).

ADVERTISERS BUREAU, 202 Foote Bldg., Syracuse, N. Y. *Phone:* 2-6534. *Executives:* E. F. Coe, W. L. Welch, M. G. Miller, John Yonker, partners. *Radio director:* None. *Radio executives:* E. F. Coe, John Yonker. *Radio clients:* Brotans; H. J. Howe; Syracuse Guernsey Dairy Co-Op; Wade's Apparel; Clark Music Co.; Langdon & Hughes; Alexander Grant's Sons; Fleischman (all local).

ADVERTISING ASSOCIATES, 811 Chattanooga Bank Bldg., Chattanooga, Tenn. *Phone:* 6-0241. *Executives:* John D. Stanard, president; Mrs. Mary Esther Stanard, secretary-treasurer. *Radio director and spot time buyer:* John Stanard. *Script writer:* Mrs. Mary Esther Stanard. *Radio clients:* Templeton's Jewelers (spot); Chattanooga Transfer & Storage Co. (spot); Arrow Transfer & Storage Co. (spot); Whiteside-Sterns Coal Co. (spot); Beckner's Jewelers (spot). *Writing and production:* Handled by agency.

ADVERTISING ASSOCIATES, 850 Broad Street, Newark, N. J. *Phone:* Market 3-0007. *Executives:* Joseph M. Kesslinger, prop. *Radio director and spot time buyer:* Joseph M. Kesslinger. *Radio clients:* Soilicide Laboratories (local).

ADVERTISING - BUSINESS COMPANY, 1213 Throckmorton Street, Fort Worth, Texas. *Phone:* 3-2421. *Executives:* Marvin D. Evans, president. *Radio executives:* Thomas L. Yates, A. E. Hubbard. *Radio clients:* Cosden Oil Corp.; Williamson-Dickie Mfg. Co.; Old Mission Crystal; Gordon Boswell; Biltmore Garage; Dairyland; Fort Worth Florists.

DOUGLASS ALLEN & LELAND DAVIS, INC., 1001 Enquirer Bldg., Cincinnati, O. *Phone:* CH 3414-5. *Executives:* Douglass Allen, president; Leland Davis, vice-president; Josephine L. Quiqley, secretary; Templeton Briggs, treasurer. *Radio director and spot time buyer:* None; each contact man buys own time. *Radio clients:* KenRad Tube & Lamp Corp. (spot). *Writers:* Edward Carder, Naiph Abodaher, Bob Maley, Latham Ovens. *Production:* Rikel Kent.

EARL ALLEN COMPANY, 638 Insurance Bldg., Omaha, Neb. *Phone:* At. 2150. *Executives:* Earl H. Allen, president and treasurer; Leo B. Bozell, vice-president; H. C. Belt, secretary. *Radio director:* Earl H. Allen. *Radio clients:* Omaha Wimsett Co.; Kimball Laundry; Evans Laundry; Wright & Wilhelmy Co.; Iowa Baking Co.; J. C. Robinson Seed Co.; Hinchey Laundry; Kitty Clover Potato Chip Co.; Electrolux Jobber; Hotel Hill (all local announcements); P. F. Petersen Baking Co. (spot); Harvey Bros. (spot).

ALLIED ADVERTISING AGENCIES, INC., 553 S. Western Street, Los Angeles, Calif. *Phone:* EX-1184. *Executives:* R. L. Rust, president; R. V. Smith, vice-president; W. F. Gardner, secretary; Frank Bull, treasurer. *Branch offices:* 901 Russ Bldg., San Francisco; Frank Oxarart, manager; Gerald Norton, account executive. *Radio director:* None, as agency is principally engaged in radio advertising, merchandising and promotion. W. K. McCreery is manager of Los Angeles office. *Radio clients:* Endura Corp. (Don Lee); Star Outfitting Co.; Samaritan Institute; Mr. & Mrs. Ballard, religious account; Cambria Pines Development Co.; Dr. F. E. Campbell; Daltons Auto Loans; Mountain Copper Co.; S. A. Scherer (all spot); Podolor Motor Co.; Broadway Hollywood Dept. Store; California Vegetable Exchange; Chili Bowl; Diesel Engineers Assn.; Economy Housing Corp.; Federal Land; First Fundamental Church; Follies Theatre; Fox Dress Shop; Halco Laboratories; Henderson's Luggage; Wm. L. Hughson Co.; Dr. Joe Jeffers; Lachmann Bros.; Dr. F. C. Lee; L. A. Brewing Co.; Modern Furniture Co.; Morey & Eaton; National Furniture Co.; New Hope Sanitarium; Paul

Rader; Reeds Credit Jewelers; Dr. Reynolds Health Foundation; Dr. Louis Talbot; West Pico Furniture Co.; Western Auto Works (all local). *Writers:* Eugene Bloodgood, John Squires, Ken Barton, Mayfield Kaylor.

ANFENGER ADVERTISING AGENCY, St. Louis, Mo. *Phone:* CH 6380. *Executives:* E. D. Winius, president; G. G. Hertstet, vice-president; J. D. McEwen, vice-president; H. C. Schmidt, secretary; F. J. Spindler, treasurer. *Radio director and spot time buyer:* M. O. Launch. *Other radio executives:* G. G. Hertstet. *Radio clients:* Griesedieck Bros. Brewing Co. (spot); Phelan Faust Paint Co. (spot); Lewis Medicine Co. (spot).

ARDIEL ADVERTISING AGENCY, LTD., 137 Wellington Street west, Toronto, Can. *Phone:* AD 4994. *Executives:* Lorne Ardiel, president; R. E. Ardiel, secretary-treasurer; J. W. Nichols, production director; R. P. Emma, art director. *Branch offices:* Oakville, Ont.; W. A. Chant, manager. *Radio director:* Clark Wright. *Radio clients:* Dr. A. W. Chase Medicine Co. (regional); National Fertilizers (spot); Satin Finish Hardwood Flooring (spot); Trull Funeral Home (local); Dominion Linseed Oil (local). *Writers:* Andrew Allen, Estelle Fox, E. Beaudry. *Production:* Rex Frost, Estelle Fox, E. Beaudry, Ross Millard, Donald Heins.

F. WALLIS ARMSTRONG COMPANY, 16th & Locust Streets, Philadelphia, Pa. *Phone:* Pennypacker 8086. *Executives:* F. Wallis Armstrong, president, treasurer; L. Ward Wheelock, Jr., vice-president; William G. Baer, vice-president; Herbert R. Doak, secretary. *Branch offices:* 6128 Hollywood Blvd., Hollywood, Cal. *Radio executives:* Diana Bourbon. *Radio clients:* Campbell Soup Co. (CBS). *Production:* Diana Bourbon (Campbell).

ASSOCIATED ADVERTISING AGENCY, INC., Jacksonville, Fla. *Phone:* 3-1253. *Executives:* M. T. Newman, president and treasurer; Hunter Lynde, vice-president; Karl M. Zuik, secretary; Hildegarde Porter, assistant treasurer. *Radio director:* Harry Cummings. *Spot time buyer:* Hunter Lynde. *Account executive:* George Weeks. *Radio clients:* Jax Brewing Co. (spot).

AUBREY, MOORE & WALLACE, INC., 230 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 0830. *Executives:* James T. Aubrey, president; John C. Moore, L. T. Wallace, L. O. Wilson, J. J. Finlay, vice-presidents. *Radio director and spot time buyer:* J. H. North. *Other radio executives:* F. G. Ibbett. *Radio clients:* Campana Sales (NBC Red); Moon Glow Cosmetic Co. (NBC Pacific Red); Milk Foundation (Mutual); International Harvester (spot); Marshall Field & Co. (local spot); Aurora Laboratories (spot); Kester Solder (spot); Personal Loan & Savings Bank (local spot); Stein Hall Mfg. Co. (spot).

AUSPITZ & LEE, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* State 7782. *Executives:* Irving D. Auspitz, president; A. F. Lee, vice-president and treasurer. *Radio director:* Irving D. Auspitz. *Radio clients:* Better Speech Institute of America (NBC Blue); Sterling Co. (spot); M-K Co. (spot).

N. W. AYER & SON, INC., West Washington Square, Philadelphia, Pa. *Phone:* Lombard 0100. *Executives:* William M. Armistead, H. A. Batten, Clarence L. Jordan, Adam Kessler, Jr., Gerold M. Lauck, directors; H. A. Batten, president; Clarence L. Jordan, executive vice-president; Gerold M. Lauck, executive vice-president; George M. Cecil, vice-president in charge of copy production; Charles T. Coiner, vice-president, art director; Frederick W. Kurtz, vice-president in charge of outdoor advertising; Carl L. Rieker, vice-president in charge of personnel; H. Eugene Wheeler, vice-president in charge of finance; Edward R. Dunning, vice-president in charge of New York office; Carl J. Eastman, vice-president, San Francisco; Sterling E. Peacock, vice-president, Chicago; Frank L. Scott, Jr., vice-president, Detroit; E. Craig Greiner, manager, Boston; John Hansel, Wesley A. Gilman, Paul L. Lewis, Frank J. Zink, Thurman L. Barnard, John B. Hunter, vice-presidents; Alice P. Kimberline, secretary; George H. Pitman, Jr., assistant secretary, treasurer. *Branch offices:* 500 Fifth Ave., New York; Edward R. Dunning, vice-president. Statler Office Bldg., Boston; E. Craig Greiner, manager. 135 S. LaSalle St., Chicago; Sterling E. Peacock, vice-president. 235 Montgomery St., San Francisco; Carl J. Eastman, vice-president. Penobscot Bldg., Detroit; Frank L. Scott, Jr., vice-president. Montreal, Canada; London, England; Buenos Aires, Argentina; Sao Paulo, Brazil; Rio de Janeiro, Brazil. *Radio department head:* Fred Pflugfelder. *Directors:* Robert Burlen, Bradford Browne, C. Marsh Bosworth, William J. Reddick, Nicholas E. Keesely. *Musical director:* Chandler Goldthwaite. *Production manager:* Prentice Winchell. *Station relations:* Francis C. Barton. *Publicity director:* Joseph C.

Keeley. *Radio clients:* Atlantic Refining (CBS; baseball, WIP, WWSW; basketball, WIP, spot); Ford Motor Co. (CBS; hockey, Michigan Radio Network; weather reports, spot; spot announcements); Ford Motor Co., Green Island branch (spot); Milwaukee branch (spot); Chester branch (spot announcements); Cleveland branch (spot announcements); Columbus branch (spot announcements); Dearborn branch (Michigan Radio Network); Indianapolis branch (spot announcements; football and basketball, WIRE); Omaha branch (spot, spot announcements); Pittsburgh branch (spot announcements); Ford Motor Co. Coke (spot announcements); Ford Dealers (NBC Blue, CBS, spot transcriptions); Kellogg Co. (NBC Blue, NBC Red, NBC Pacific Coast Blue, Yankee, Texas Quality Group, Cornbelt Network; sports, WQAM, WDAE; baseball, KMOX, KABC, WJJD, WHEC, WMFJ, WSGN, KXYZ, WENR; transcriptions, spot); Ferry Morse Seed Co. (spot); Golden State Dairy (spot, spot announcements); Luick Sealtest Dairy (spot transcriptions); McKesson & Robbins (local, spot announcements); Philadelphia Coke (spot announcements); Sheffield Farms (local); Supplee-Wills-Jones (local); Burdett Business College (spot); Detroit Creamery (Michigan Radio Network, spot announcements); Kirkman & Son (spot); Koppers' Gas & Coke (spot); Reick-McJunkins Dairy (spot transcriptions, announcements); International Silver (NBC Red); J. B. Ford Co. (CBS, spot transcriptions); Boston Globe (spot announcements); Thomas D. Richardson (Yankee); Webster-Eisenlohr (news, sports, time signals—spot); Philadelphia Coke (election returns, KYW); Philadelphia Gas Works (spot announcements); Whittemore Bros. (spot announcements); Curtice Bros. (Yankee); Dr. Hess and Clark, Inc. (spot); Illinois Bell Telephone (spot announcements); Kalamazoo Vegetable Parchment (news, WIRE); Philadelphia Certified Milk Producers Assn. (local); Schnefel Bros. (spot announcements); Whiting Milk Co. (local); Eastern S.S. Lines (spot announcements); Fairfield Western Maryland Dairy (spot announcements); Michigan Bell Telephone (spot announcements); Telling Belle Vernon Dairy (spot announcements). *Writers:* Stewart Sterling (Eno); Ireene Wicker, Fayette Krum, Ben Ward (Kellogg); Leonard Holton, David Gudebrod (American Rolling Mill); Win Burton, Ted Husing, (Atlantic Refining); Howard Way (International Silver—through 1937 season only); Monroe Upton, Arlene Harris, Jennison Parker, William Comstock, George Stone, John Hasty (Ford Dealers); Lillian Lowans (J. B. Ford); C. D. Morris (Sheffield); Fran Striker (Detroit Creamery). *Production:* Robert Burlen, Les Quailey (Atlantic Refining); H. L. McClinton, William J. Reddick (Ford Motor); Jack Dolph, Prentice Winchell, Jay Hanna, C. Marsh Bosworth, Bradford Browne (Ford Dealers); Jay Hanna (Eno); Prentice Winchell, David Gudebrod (American Rolling Mill); Jay Hanna, Robert Burlen (International Silver); Nick Keesely, C. Marsh Bosworth (Kirkman & Son); Nick Keesely (J. B. Ford).

BADGER & BROWNING, INC., 75 Federal Street, Boston, Mass. *Phone:* Liberty 3364. *Executives:* Joseph L. Badger, president; Clifford P. Parcher, vice-president; Franklin S. Browning, treasurer. *Branch office:* Badger & Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president. *Radio clients:* Stickney & Poor (spot); K. A. Hughes (spot); American Chicle Co. (spot); First National Stores (Yankee, CBS).

BATTEN, BARTON, DURSTINE & OSBORN, Inc., 383 Madison Avenue, New York, N. Y. *Phone:* Eldorado 5-5800. *Executives:* Bruce Barton, chairman of the board; William H. Johns, chairman of the executive committee; Roy S. Durstine, president; F. R. Feland, vice-president, treasurer; A. F. Osborn, A. E. Aveyard, C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., Egbert White, J. H. Wright, vice-presidents; T. Arnold Rau, assistant treasurer; F. M. Lawrence, secretary; H. A. Holloway, assistant secretary. *Branch offices:* 178 Tremont St., Boston; Frank Hatch, manager; Frank Baldwin, radio director. Rand Bldg., Buffalo; Alex Osborn, manager; Carl Davis, radio director. 221 N. LaSalle St., Chicago; A. E. Aveyard, manager; Henry A. Klein, radio director. Northwestern Bank Bldg., Minneapolis; J. C. Cornelius, manager; Taylor Mills, radio director. *Radio director:* Arthur Pryor, Jr. *Spot time buyer:* C. E. Midgley, Jr. *Other radio executives:* Herbert C. Sanford, William Spier, Homer Fickett, Ken Webb, John T. W. Martin, David White, Charles M. Underhill, Frank Orvis, Irving Mitchell, Ken Fickett, George Vandel. *Radio clients:* Carborundum Co. (CBS); General Baking (CBS, spot); Wildroot (CBS spot); Brown & Williamson Tobacco

(NBC Blue, spot); Time, Inc. (CBS); Household Finance Corp. (NBC Blue, spot); Remington Rand (NBC Red, spot); E. I. du Pont de Nemours (CBS); Pittsburgh Plate Glass (CBS); F. & M. Schaefer Brewing Co. (Mutual); Griswold Mfg. Co. (special NBC hookup); Coronet (Mutual); Joseph Burnett Co.; Coolerator Sales; Cosmos Corp.; Jacob Dold Packing; L. S. Donaldson Co.; Duluth Brewing & Malting; Gamble Stores; Hecker Products; Hoffman Beverages; George A. Hormel & Co.; International Sugar Feed; Marine Trust; New England Council; New York Telephone; Niagara Hudson Corp.; Servel Sales; Waitt & Bond; Western Savings Bank; New York Power & Light; The New York Woman; Witts Market House; Easy Washing Machine; Fruit Dispatch Co.; Oneida, Ltd.; My-T-Fine; Glen Falls Pharmacal Co.; Boston Morris Plan; Southern New England Telephone; Utica Gas & Electric; Cataract Sharpe, Inc.; Custom Laundry; H. P. Hood & Sons; Hudnut Sales Corp.; Pepperell Mfg. Co.; Red Owl Stores (all spot).

ADRIAN BAUER ADVERTISING AGENCY, Architects Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 4331. *Executives:* Adrian Bauer and Henry Haas, partners. *Branch offices:* 22 East 41st Street, New York; Otto J. Hartwig, manager. *Radio director:* Henry Haas. *Other radio executives:* Joseph Green. *Radio clients:* Graybar Electric (regional); Spatola Importing Co. (regional); Leroux & Co. (spot); Old Reading Brewery (regional); Philadelphia Distributors (spot); Alexander Kerr Bros. (spot). *Writing and production:* Handled by agency.

BAYLESS-KERR COMPANY, 1164 Hanna Bldg., Cleveland, O. *Phone:* Main 0917. *Executives:* W. N. Bayless, president; H. D. Kerr, vice-president and treasurer; R. S. Rimanoczy, vice-president; Walter Butcher, secretary. *Radio director:* R. S. Rimanoczy. *Radio clients:* Oil Heating Devices; Skybrite Co. (spot).

BEAUMONT & HOHMAN, INC., 6 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 7144. *Executives:* W. C. Beaumont, chairman; H. A. Hohman, president; George Hoefner, secretary-treasurer. *Branch offices:* 32 Peachtree St., Atlanta: J. L. Laube, manager. 815 E. Superior Ave., Cleveland: T. R. McCabe, manager. 1905 Elm St., Dallas: Paul H. Leech, manager. 1012 Baltimore Ave., Kansas City: C. O. Puffer, manager. 555 S. Flower St., Los Angeles: W. C. Beaumont, manager. 1502 Farnam St., Omaha: N. Carter, manager. 74 New Montgomery St., San Francisco: H. D. Cayford, manager. Second and Marion Streets, Seattle: Stanley Schlenther, manager. Portland: Elwood Enke, manager. *Radio director:* H. C. Vogel. *Radio clients:* Various national and regional spot advertisers, including Cello Wave Sales Corp. (hair waving compound); Greyhound Management (Greyhound bus lines); Washington Motor Coach System.

BENISON COMPANY, LTD., Montreal, Canada. *Executives:* Lionel Benison, president; H. Peplar, vice-president; Keith Crombie, Volney Irons, branch office managers; D. E. Pearce, secretary. *Branch offices:* Vancouver, B. C.; Volney Irons, manager. Toronto, Ont., H. Peplar, manager. *Radio clients:* Gasbronon Co. (Canadian network); Davies, Irwin, Ltd. (local); Vi-Tone Co. (Canadian network).

BENTON & BOWLES, INC., 444 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-0400. *Executives:* A. W. Hobler, president; Chester Bowles, chairman of the board; James S. Adams, vice-president, general manager. *Radio director:* Tom Revere. *Spot time buyer:* Al Lewis. *Radio clients:* General Foods—Log Cabin Syrup (NBC Blue), Maxwell House Coffee (NBC Red, Pacific Blue), Diamond Crystal Salt (NBC Blue), Colgate-Palmolive-Peet (CBS), Continental Baking (CBS), Best Foods—Nucoa (NBC Red). Also various spot campaigns for the above mentioned clients, and others.

BERMINGHAM, CASTLEMAN & PIERCE, INC., 136 East 38th Street, New York, N. Y. *Phone:* Lexington 2-7550. *Executives:* Jonathan D. Pierce, president; Arch Bermingham, executive vice-president; George Castleman, vice-president; Winston D. Hagen, treasurer; William Kelly, L. Conant, space buyers; Serge Paderewski, art director. *Radio director and spot time buyer:* Griffith B. Thompson. *Radio clients:* Griffin Manufacturing Co. (shoe polish and dressing) (NBC Blue); Richardson & Robbins (boned chicken) (spot); Personal Finance Co. (spot).

H. C. BERNSTEN AGENCY, Richfield Building, Los Angeles, Calif. *Phone:* Mutual 1251. *Executives:* H. C. Bernsten, owner; D. Strebe, space buyer, production manager; J. T. French, W. L. Grant, J. J. Dickely, account executives. *Radio director:* No special person listed. *Radio clients:* Richfield Oil Company of California (NBC Pacific Coast Red).

LEE S. BIESPIEL ADVERTISING AGENCY, 664 N. Michigan Avenue, Chicago, Ill. *Phone:* Delaware 1816. *Executives:* Lee S. Biespiel, president; M. Haak, secretary and production chief; Jerome De Lee, art director. *Radio director and spot time buyer:* Lee S. Biespiel. *Radio clients:* Pioneer Gen-E-Motor Corp.; Leo Alexander, Inc.; St. Clair Hotel.

BIOW COMPANY, INC., 444 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-2200. *Executives:* Milton H. Biow, president; L. Stanley Shuford, executive vice-president; A. Hauptman, secretary-treasurer. *Radio director and spot time buyer:* R. Schuebel. *Radio clients:* Philip Morris Co., Ltd. (NBC Red); G. Krueger Brewing Co. (NBC Red); Bulova Watch Co. (spot); Columbia Pictures (spot); Humphrey's Homeopathic Medicine Co. (NBC Blue). *Writers:* Phil Lord and Charles Martin (Philip Morris).

BLACKETT-SAMPLE-HUMMERT, INC., 221 N. LaSalle Street, Chicago, Ill. *Phone:* Dearborn 0900. *Executives:* Hill Blackett, president; J. G. Sample, vice-president, treasurer; E. F. Hummert, vice-president; Lucius A. Crowell, executive vice-president; George R. Collins, L. D. Milligan, C. S. Ferris, Mrs. Anne Hummert, vice-presidents; J. R. Lieber, secretary; George R. McGivern, space buyer. *Branch offices:* 247 Park Ave., New York: Duane D. Jones, executive vice-president, general manager; George Tormey, radio director. *Radio director and spot time buyer:* F. P. Nelson. *Radio clients:* American Home Products—Hill's Cold Tablets (NBC Red), Louis Phillipe Lipstick (NBC Red), Anacin (NBC Red and Blue, CBS), Bisodol (NBC Red, CBS), Edna Wallace Hopper products (CBS), Jocur and Kissproof (CBS), Old English Floor Wax (CBS), Kolynos Dentifrice (CBS); B. T. Babbitt—Bab-O (NBC Red), General Mills—Wheaties (CBS, NBC Red; switched to NBC Blue), Softasilk, Bisquick, Kitchen-Tested Flour (CBS); Procter & Gamble—Oxydol (NBC, Red and Blue); Sterling Products—Phillips Dental Cream (NBC Blue), Milk of Magnesia (NBC Red), Milk of Magnesia Tablets and Toothpaste (NBC Red), Dr. Lyon's Toothpowder (NBC Red and Blue), Bayer's Aspirin (NBC Red and Blue), Phillips Facial Cream (NBC Red); others, including various national and regional spot advertisers.

BLAKER ADVERTISING AGENCY, INC., 120 East 41st Street, New York, N. Y. *Phone:* Caledonia 5-7351. *Executives:* Henry B. Sell, president; Margaret Thilly, treasurer; James Hamilton, secretary. *Radio director:* Eleanor Kemble. *Radio clients:* American Radiator Company (NBC Red).

W. EARL BOTHWELL AGENCY, Standard Life Bldg., Pittsburgh, Pa. *Phone:* Court 6565. *Executives:* W. Earl Bothwell, president; A. A. Logan, secretary-treasurer; Clark Glenn, production chief. *Radio director:* T. H. Black, Jr. *Spot time buyer:* C. D. Pettengill. *Radio clients:* Summit Hotel (spot); Bedford Springs Hotel (local); Yellow Cab Co. (regional); Victor Brewing Co. (regional); Pittsburgh Sonotone Co. (spot); Allegheny County Republican Executive Committee (regional).

BOTSFORD, CONSTANTINE & GARDNER, 115 S. W. Fourth Avenue, Portland, Ore. *Phone:* AT 9541. *Executives:* D. M. Botsford, president; Ray Andrews, vice-president; F. Coykendall, vice-president, secretary; Merle Manly, vice-president, treasurer. *Branch offices:* 814 Second Avenue Bldg., Seattle; C. P. Constantine, head, Russ Bldg., San Francisco; S. G. Swanberg, vice-president, Roosevelt Bldg., Los Angeles; John Weiser, vice-president. *Radio director:* Caryl Coleman. *Radio clients:* Centennial Flouring Mills (local, spot); Durkee Famous Foods (CBS Pacific, local, spot); Esbencott Laboratories (spot); Gilmore Oil (local, spot); Italian American Paste (spot); The Oregon Journal (spot); Portland Woolen Mills (spot); S & W Fine Foods (NBC Pacific Red, local, spot); Tillamook County Creamery (NBC Pacific Red).

ARTHUR BRAITSCH, 809 Hospital Trust Bldg., Providence, R. I. *Phone:* Dexter 5313. *Radio director and spot time buyer:* Arthur Braitsch. *Other radio executives:* John A. Lorimer, Ruth I. Arthur. *Radio clients:* Lincoln Lace & Braid; Rhode Island Ice; Weybosset Markets; Gibsons, Inc.; MacDonald Furniture; Marcus Furniture; Jo-An Schools of Beauty Culture; Old Colony Coal; Old France Restaurant; Raymond Whitcomb of Rhode Island; Providence Tercentenary Committee; W. R. Burns; Baird-North; Reliable Gold Buyers; Weinberg's Canadian Fur Stores (all spot). *Writers:* Ruth Arthur (Jo-An).

J. CARSON BRANTLEY ADVERTISING AGENCY, Salisbury, N. C. *Phone:* Salisbury, N. C. *Executives:* J. Carson Brantley, president; A. R. Monroe, secretary-treasurer; A. N. Cheney, space buyer. *Radio director and spot time buyer:* J. Carson Brantley. *Assistant radio director:* A. N. Cheney. *Radio*

clients: Stanback Co. (spot); Duke Power Co. (spot); A & O Co. (spot); Statesville Flour Mills Co. (spot); Snow White Co. (spot); Nu-Shine Co. (spot); Dixie-Rub Co. (spot).

BROADCAST ADVERTISING, INC., 8 Newbury Street, Boston, Mass. *Phone:* Kenmore 0854. *Executives:* J. E. Murley, president and treasurer; J. J. Manning, secretary. *Radio director:* J. E. Murley. *Spot time buyer:* J. J. Manning. *Radio clients:* Colt Shoes, Inc. (spot); R. G. Sullivan, Inc. (spot); Boston Beer Co. (spot); Gold Reclaiming Corp. (spot); Harmony Garments, Inc. (spot); F. B. Washburn Candy Corp. (spot); Prince Macaroni Mfg. Co. (spot); Bay State Nurseries, Inc. (spot); Terminal Wine Co. (spot); Boston, Revere Beach & Lynn Railroad (spot); New England Pure Food Institute (NBC Red, New England Network); Majorie Mills Hour (Co-operative food program, CBS, New England network). *Production:* Kasper-Gordon Studios, Inc., Boston.

D. P. BROTHER & COMPANY, INC., 8-149 General Motors Bldg., Detroit, Mich. *Phone:* Trinity 2-8250. *Executives:* D. P. Brother, president; F. L. Vervake, secretary; C. Georgi, Jr., treasurer. *Radio director, spot time buyer:* C. Georgi, Jr. *Radio clients:* Oldsmobile (NBC Red).

BROWN & TARCHER, INC., 630 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-2626. *Executives:* Stanley A. Brown, chairman of the board; Jack D. Tarcher, president; William E. Larcombe, vice-president, treasurer; Frank R. Coutant, vice-president; Charles E. Clifford, secretary. *Radio director and spot time buyer:* William E. Larcombe. *Radio clients:* Smith Brothers Cough Drops (NBC Red, spot); McKesson & Robbins (Mutual, spot); Benrus Watch Co. (spot); Seeman Bros.-White Rose Tea (participation).

FRANKLIN BRUCK ADVERTISING CORP., Rockefeller Center, New York, N. Y. *Phone:* Circle 7-7661. *Executives:* M. Franklin Bruck, president; M. Heineman, vice-president; M. J. Kleinfeld, secretary. *Radio director and spot time buyer:* M. J. Kleinfeld. *Radio clients:* Rieser Co. (local); Glame (local); H. C. Brill Co. (CBS, Mutual); Sitroux Co. (spot); Hart Mountain (spot); North American Accident Insurance (Mutual); Marlin Razor Blade (spot); Journal of Living (Mutual, spot).

BUCHANAN & COMPANY, INC. (formerly Hanff-Metzger), 1501 Broadway, New York, N. Y. *Phone:* Medallion 3-3380. *Executives:* Joseph A. Hanff, chairman of the board; T. S. Buchanan, president; A. O. Dillenbeck, executive vice-president; A. E. Bonn, John Hartz, Jr., William H. Schneider, Louis A. Witten, Esmond P. O'Brien, vice-presidents. *Branch offices:* 520 N. Michigan Ave., Chicago; S. J. Andrews, vice-president. 929 S. Broadway, Los Angeles: Fred M. Jordan, vice-president, radio director; Wendell W. Phipps, spot time buyer. *Radio director:* Louis A. Witten. *Radio clients:* The Texas Co. (CBS, transcriptions, spot); Royal Typewriter Co., Inc. (CBS); Grennan Bakeries (local); Olixir Gasoline Sales Co. (transcriptions, spot); Food Specialties Corp. (California Radio System).

LEO BURNETT COMPANY, INC., 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5959. *Executives:* Leo Burnett, president, treasurer; DeWitt O'Kieffe, vice-president; E. Ross Gamble, vice-president, secretary. *Radio director:* J. T. Ainley. *Radio clients:* Real Silk Hosiery Mills (NBC Blue); Minnesota Valley Canning Co. (spot). *Writers:* Merrill Denison, Casey & McConnor (Real Silk). *Production:* Handled by agency.

BERT BUTTERWORTH AGENCY, 407 E. Pico Street, Los Angeles, Calif. *Executives:* Bert Butterworth, president and manager; Villa Pierce, accountant; A. Miller, schedule clerk. *Radio director:* Bert Butterworth. *Spot time buyer:* A. Miller. *Radio clients:* McCloskey Varnish Co.; Perfection Bakeries; Christopher Candy Co.

W. AUSTIN CAMPBELL, 715 Broadway Arcade Bldg., Los Angeles, Calif. *Phone:* MI 3875. *Executives:* W. Austin Campbell, president; E. L. Downes, vice-president, treasurer; H. L. Reigan, secretary. *Radio director:* W. Austin Campbell. *Other radio executives:* R. L. Magden. *Radio clients:* Schwabacher-Frey Co. (spot); Coleman Lamp & Stove (regional); Hammond Lumber (spot); various local accounts.

CAMPBELL - EWALD COMPANY OF NEW YORK, INC., 1790 Broadway, New York, N. Y. *Phone:* Circle 7-6383. (An affiliate of the Campbell-Ewald Company of Detroit). *Executives:* F. D. Richards, president; R. C. Diserens, vice-president, general manager; R. F. Field, vice-president; A. C. Schroeder, secretary; L. B. Dudley, treasurer. *Branch offices:* 519 Transportation Bldg., Washington, D. C.; Emmet Deady, manager. *Radio director:* Duane W. Beurmann. *Radio clients:* General Motors (NBC Red...switched to Blue, April 4). *Writers:* Gordon White. *Production:*

Roswell F. Field, Charles F. Stevens, Kenneth Young, Henry Souvaine, Inc.

CECIL, WARWICK & LEGLER, INC., 230 Park Avenue, New York, N. Y. *Phone:* Murray Hill 2-7896. *Executives:* John H. Cecil, president; H. Paul Warwick, vice-president; Sam Youngheart, vice-president; Henry Legler, vice-president; Arthur Deerson, vice-president; J. R. Warwick, vice-president; James M. Cecil, secretary-treasurer. *Branch offices:* Richmond, Va.; officers same as above. *Radio director:* Preston H. Pumphrey. *Spot time buyer:* Lester M. Malitz. *Radio clients:* Sloan's Liniment (NBC Red); Sherwin-Williams (NBC Red); G. Washington Coffee (NBC split net); John F. Trommer, Inc. (spot). *Writers:* Edward H. Bierstadt (Sloan's Liniment).

CHAPPELOW ADVERTISING COMPANY, 3615 Olive Street, St. Louis, Mo. *Phone:* Jefferson 0700. *Executives:* B. E. Chappelow, president; Frank S. Codding, vice-president; Glenn W. Hutchinson, vice-president in charge of radio; J. A. Hubbard, secretary; J. F. Fingerlin, treasurer. *Radio director:* Glenn W. Hutchinson. *Spot time buyer:* F. A. Watts. *Radio clients:* Forbes Tea & Coffee; Mart Travel Bureau; St. Louis Mart; Dairy Commission of St. Louis; Airy Dairy Foods (all spot); Hunter Packing Co. (spot, spot announcements). *Production:* M. D. Hughes.

C. P. CLARK, INC., 2411 West End Avenue, Nashville, Tenn. *Phone:* 7-6602 (PBX). *Executives:* C. P. Clark, president; Herbert Armstrong, vice-president; D. G. Goodwin, secretary-treasurer. *Radio director:* C. P. Clark. *Spot time buyer:* B. T. Gregory. *Account executive:* C. U. Coggin, Jr. *Radio clients:* General Shoe Corp. (NBC Blue); Standard Candy (spot); O'Bryan Bros. (spot); Family Photograph Co. (spot); American Bread (spot).

CLEMENTS COMPANY, INC., Horn Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 0236. *Executives:* Isaac W. Clements, president; R. W. Bugbee, vice-president; E. D. Masterman, secretary; K. E. King, space buyer; I. W. Willens, production manager. *Radio director:* A. V. West. *Radio clients:* Modern Food Process Co.-Thrive Dog Food (NBC Blue).

RUSSELL C. COMER ADVERTISING COMPANY, Fairfax Bldg., Kansas City, Mo. *Phone:* Harrison 8963. *Executives:* Russell C. Comer, president; Roy A. Sorensen, vice-president; Mervin B. Cooksey, secretary; C. W. Trapp, treasurer. *Branch offices:* 540 N. Michigan Avenue, Chicago; Roy A. Sorensen, vice-president. 11 West 42nd Street, New York; K. K Hansen. *Radio clients:* Bowey's Dari-Rich (NBC Red).

COMMONWEALTH ADVERTISING AGENCY, 38 Chauncy Street, Boston, Mass. *Phone:* Hubbard 0230-1. *Executives:* George J. M. Riseman, director. *Radio director:* W. Cort Treat. *Spot time buyer:* George J. M. Riseman. *Radio clients:* Community Dentists; Community Opticians; Koplow Trimming Co.; Globe Discount & Finance Co.; Stiles & Sons; Lithuanian Association of Labor; Charles C. E. Harris Co.; Terminit Insulation Co. (all spot).

COMPTON ADVERTISING, INC. (formmerly Blackman Advertising), 630 Fifth Avenue, N. Y. *Phone:* Circle 6-2800. *Executives:* Richard Compton, president; Leonard Bush, vice-president, secretary, treasurer; Alfred Stanford, vice-president. *Branch offices:* Cincinnati: Robert Marsh, manager. Chicago: F. B. Dyck Hoff, manager. *Radio director:* John E. McMillin. *Spot time buyer:* Roy Schulz. *Business manager:* Lee Graves. *Radio clients:* Procter & Gamble (NBC Red and Blue, spot); Phillips Packing Co. (CBS, spot); American Cigar and Cigarette Co. (local).

CONDON COMPANY, INC., 1021 Washington Bldg., Tacoma, Wash. *Phone:* Main 3483. *Executives:* John Condon, president; E. Larry Jardeen, secretary-treasurer. *Radio directors:* John Condon. *Radio clients:* Mueller-Harkins Motor Co. (spot); Harvest Grains Co. (spot); Pacific Laboratories, Inc. (spot); Hopper-Kelly Co., Inc. (spot); Tacoma Bread Co. (spot); Western Furnaces, Inc. (spot).

S. A. CONOVER COMPANY, 75 Federal Street, Boston, Mass. *Phone:* Hancock 4769-70-71. *Executives:* S. A. Conover, president and treasurer; A. H. Clime, vice-president and production manager. *Radio director:* Dawson Powell. *Spot time buyers:* Dawson Powell; S. A. Conover. *Radio clients:* Dr. J. F. True & Co. (spot).

COOLIDGE ADVERTISING COMPANY, Insurance Exchange Bldg., Des Moines, Ia. *Phone:* 3-5195. *Executives:* Paul Blakemore, president; R. H. Cary, vice-president; H. J. Kroeger, secretary. Radio handled by aforementioned officers. *Radio clients:* American Pop Corn Co. (spot); Chamberlain Laboratories (spot); Chase Investment Co. (spot); Yellow Cab Co. (spot); Western Grocer Co. (spot).

CO-OPERATIVE ADVERTISING AGENCY, 127 W. Third Street, Tulsa, Okla. *Phone:* 36156. *Executives:* Edwin

Reeser, owner; C. R. McElwee, production manager; Harry W. Hoffman, space buyer. *Radio director:* Peggy B. Carr. *Spot time buyer:* Harry W. Hoffman. *Production:* C. R. McElwee. *Continuity:* Edwin Reeser. *Radio clients:* Barnsdall Refining Corp. (CBS, spot). *Writing and production:* Handled by agency.

COWAN & DENGLER, INC., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-6190. *Executives:* Stuart D. Cowan, president; Horace W. Dengler, vice-president, secretary, treasurer. *Radio director:* None. *Radio clients:* American Agricultural Chemical Co. (spot). *Writers:* Hugh B. Tabb (Am. Agricultural Chemical).

CRAMER-KRASSELT COMPANY, 733 N. Van Buren St., Milwaukee, Wis. *Phone:* Daly 3500. *Executives:* A. W. Seiler, president; W. A. Krasselt, vice-president, treasurer; C. T. McElroy, secretary. *Branch offices:* Detroit: N. D. Craighead, manager. Los Angeles: S. E. Bisker, manager. New York: O. R. Hardwell, manager. *Radio director:* J. E. Giebish. *Spot time buyer:* H. T. Enns. *Radio clients:* Maybelline Co. (NBC Red); Sterling Products (spot transcription campaign); Norge Division, Borg-Warner Corp. (spot transcription campaign); Gillette Tire & Rubber Co. (spot campaign). *Writers:* Sandra Michael.

CROYDON ADVERTISING AGENCY, INC., 18 East 41st Street, New York, N. Y. *Phone:* Ashland 4-5508. *Executives:* Saul Kampf, president and treasurer; Maurice J. Middleman, vice-president and secretary. *Radio director and spot time buyer:* Saul Kampf. *Continuity:* Maurice J. Middleman. *Radio clients:* Real-Form Girdle (local); Long Island Outfitting Co. (local).

C. F. CUSACK ADVERTISING AGENCY, Bus Terminal Bldg., Denver, Colo. *Phone:* Keystone 0537. *Executives:* Christopher F. Cusack, president; Marion Johnson, secretary and treasurer; Dorothy Radcliff, account executive. *Radio director:* Christopher A. Cusack. *Spot time buyer:* Dorothy Radcliff. *Radio clients:* Brown Palace Hotel; Elitchs Gardens; Denver & Rio Grande Railroad (regional); National Western Stock Show.

JIMM DAUGHERTY, 211 N. 7th Street, St. Louis, Mo. *Phone:* MA 0790. *Executives:* James M. Daugherty, president. *Radio director and spot time buyer:* G. B. Simpson. *Radio clients:* Union Electric Light & Power (regional); Central Shoe (spot); Monarch Metal Weather Strip (spot); St. Louis Dairy; Southwestern Bell Telephone; Hydrox Ice Cream. *Writers:* Marvin E. Mueller, Lawrence E. Neville, Brad Simpson. *Production:* Handled by agency.

DAVID, INC., First National Bank Bldg., St. Paul, Minn. *Phone:* Gar. 3872. *Executives:* I. J. David, president and treasurer; J. C. Fabbrini, vice-president; R. H. David, secretary. *Radio director:* F. G. Neumeier. *Radio clients:* Acacia Park Cemetery (spot); Chicago & Northwestern Railway (spot); Ballard's & Skellet's Storage & Transfer Co. (spot); Goodrich Silvertown Stores (spot); Hotel Lowry (spot); Koppers Twin City Coke (spot); Minnehaha Cleaners (spot); Minnesota Federal Savings & Loan Assn. (spot); Stott Briquets (spot); Superior Refining Co. (spot); Federal Savings & Loan Assns. of St. Paul & Minn. (spot); Hilex Co. (spot).

JOHN L. DE BRUEYS, ADVERTISING, Ben Milam Hotel, Houston, Tex. *Phone:* Capitol 2241. *Executives:* John L. de Brueys, owner. *Radio director:* Charles J. Giezendanner. *Spot time buyer:* John L. de Brueys. *Radio clients:* Dairyland, Inc. (regional, local); Fogle-West Co. (local); Houston Packing Co. (local); J. J. Sweeney Jewelry Co. (local). *Writers:* Myra K. Whitson, John K. James. *Production:* Charles J. Giezendanner.

DICKLOW ADVERTISING AGENCY, Thomas Bldg., Dallas, Tex. *Phone:* 2-8295. *Executives:* John S. Dicklow, president; Irene Scott Dicklow, secretary-treasurer. *Radio director and spot time buyer:* Irene Scott Dicklow. *Radio clients:* Magnolia Seed Co.; Chigger Chaser; Vigoro (all regional).

RALPH L. DOMBROWER COMPANY, INC., Richmond, Va. *Phone:* 3-111-3. *Executives:* Ralph L. Dombrower, president and treasurer; Morton L. Wallerstein, vice-president; H. D. Traylor, secretary. *Branch offices:* Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager. *Radio director:* E. I. Wallerstein. *Spot time buyer:* T. D. Thomas. *Other radio executives:* E. H. Gordon. *Radio clients:* Jonas Shoppes (local); Chelf Chemical Co. (spot announcements); James River Oil Co. (spot announcements); Polly Prentiss Inc. (local); E. P. Murphy & Son (local); Richmond Hotels, Inc. (local, spot announcements); Fork Union Military Academy (spot announcements); Binder's (local); Miller & Rhoads (local).

DONAHUE & COE, INC., RKO Bldg., 1270 Sixth Avenue, New York, N. Y. *Phone:* Columbus 5-4252. *Executives:* Edward J. Churchill, president; Robert MacMillan, Andrew Holmes, A. B. Churchill,

Lynn Farnol, vice-presidents; O. K. Kingsbury, secretary. *Radio director:* Lynn Farnol. *Spot time buyer:* Robert Parman. *Other radio executives:* Eileen Douglas. *Radio clients:* National Ice Industries (CBS, NBC Red); Walker-Gordon Laboratories (local); Dr. Scholl's Foot Comfort Shop (local). *Writers:* Jo Milward, Eleanor Howe, Lynn Farnol, Louis Kaufman. *Production:* Claire Olmstead, Ernest Charles.

ELLIS ADVERTISING COMPANY, Ellis Bldg., 3053-3057 Main Street, Buffalo, N. Y. *Phone:* University 4591. *Executives:* Rhoda Ellis (inactive); Michael E. Ellis and Jerome R. Ellis, partners. *Branch offices:* Review Bldg., 33 Jarvis Street, Fort Erie, Northern Ontario, Can. *Radio director:* Jerome R. Ellis. *Other radio executives:* Henry Guggenheimer; Henry Weil. *Radio clients:* Graybar Co.; Hamlin Air-Conditioning Co.; Bar Association of Erie County; Peoples Collateral Loan Corp.; General Floor Maintenance Co.; State Metal School; others; all local.

S. M. EPSTEIN COMPANY, Industrial Bank Bldg., Detroit, Mich. *Phone:* Cadillac 7760. *Executives:* S. M. Epstein, president, treasurer; S. E. Lind, vice-president; Norman R. Thal, secretary. *Radio director and spot time buyer:* Norman R. Thal. *Radio clients:* Buhl Sons (spot); Deisel-Wemmer-Gilbert Corp. (regional, spot); Finsterwald Clothing (spot); Finsterwald Furniture (spot); LaMeasure Bros. (spot); Bernard Schwartz Cigar Corp. (regional, spot); United Shirt Distributors (spot).

ERWIN, WASEY & COMPANY, INC., 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-8700. *Executives:* L. R. Wasey, president; O. B. Winters, executive vice-president, secretary; Howard D. Williams, vice-president, general manager; Paul E. Newman, vice-president, art director; A. G. Van Utt, treasurer. *Branch offices:* 230 N. Michigan Ave., Chicago; Chester R. Vail, executive vice-president; Holland E. Engle, radio director. Security Bldg., Minneapolis; MacMartin, manager. Packard Bldg., Philadelphia; John E. Burns, manager. 714 W. 10th St., Los Angeles; H. A. Stebbins, manager. 333 Montgomery St., San Francisco; Louis Honig, manager. Lloyd Bldg., Seattle; Warren Kraft, manager. London, England, and other European offices. *Radio director:* Lewis R. Amis. *Spot time buyer:* S. S. Milliken. *Production manager:* Innes Harris. *Radio clients:* Barbasol (NBC Blue); Kreml (NBC Red, Mutual); Zemo (NBC Red, Mutual); C-T-C (NBC Red); Musterole (NBC Red, Mutual); Olive Tablets (Mutual); Hecker H-O (CBS, spot); Carnation Co. (NBC Red); Delv (local); Macfadden Publications (spot); Gunther Brewing (spot). *Writers:* Peter Dixon (Hecker H-O).

WILLIAM ESTY & COMPANY, INC., 100 East 42d Street, New York, N. Y. *Phone:* Caledonia 5-1900. *Executives:* William Esty, president, treasurer; James A. Yates, vice-president, art director; P. Wesley Combs, vice-president in charge of marketing; Dr. John B. Watson, vice-president; Edwin H. Cummings, secretary, newspaper space buyer; John J. Flanagan, Jr., production manager; Robert B. White, trade and technical space buyer; Norman D. Mattison, Jr., outdoor space buyer. *Radio director:* Sam Moore, Jr. *Spot time buyer:* John C. Esty. *Radio clients:* R. J. Reynolds Tobacco Co. (CBS); Lehn & Fink-Hinds Honey and Almond Cream (CBS); others, including various national and regional spot advertisers.

FAIRALL & COMPANY, 1210 Capitol Theatre Bldg., Des Moines, Iowa. *Phone:* 3-5255. *Executives:* L. R. Fairall, president, space buyer; J. L. Ruebel, production manager, business paper director. *Radio director:* C. R. Dudley. *Spot time buyer:* L. R. Fairall. *Other radio executives:* John McClaren. *Radio clients:* Colonial Baking (Iowa Network, spot), Sidles Co. (Iowa Network, spot), Royal 400 Oil (local), Sargent & Co. (spot), Associated Serum Producers (regional), Iowa State Fair & Exposition (regional, spot). *Writing and production:* Handled by agency.

FEDERAL ADVERTISING AGENCY, INC., 444 Madison Avenue, New York, N. Y. *Phone:* Eldorado 5-6400. *Executives:* Robert Tinsman, president; Frederick C. Bruns, vice-president; James F. O'Brien, vice-president; George G. Dietrich, secretary-treasurer; Joseph F. Beck, director of media; J. W. Borchert, assistant space buyer; George Finley, production manager; D. E. Robinson, director of research; Hugh Connet, art director. *Radio director and spot time buyer:* George Comtois. *Radio production:* Joseph Hill. *Radio clients:* Knox Gelatine Co. (CBS); Sinclair Refining Co. (CBS).

ROBERT G. FIELDS & COMPANY, Nashville, Tenn. *Phone:* 6-1977. *Executives:* Robert G. Fields, president and treasurer; R. H. Lane, secretary. *Radio director:* Robert G. Fields. *Radio clients:* St. Bernard Coal Co. (spot); Ice Refrigera-

tion Agency (spot); Atlantic Ice and Coal Co. (spot); Tennessee Products Corp. (spot); Nashville Pure Milk Co. (spot); Overton-Williams-Pinner (spot); C. B. Ragland Co. (spot); Methodist Publishing House (spot).

JAMES FISHER COMPANY, LTD., 204 Richmond Street, West Toronto, Ontario, Can. *Phone:* Adelaide 4426. *Executives:* James Fisher, president; W. H. Bowman, executive vice-president; W. R. Johnson, secretary; Mrs. C. M. Robertson, treasurer. *Branch office:* 1253 McGill College Avenue, Montreal; H. V. Petersen, manager. *Radio director and spot time buyer:* W. R. Johnston. *Radio clients:* G. T. Fulford Co., Ltd. (spot); Ralston Purina Co., Ltd. (spot); Moirs, Ltd. (spot). *Production:* Handled by agency.

FITZGERALD ADVERTISING AGENCY, INC., Southern Bldg., New Orleans, La. *Phone:* Raymond 5194. *Executives:* Clifford L. Fitzgerald, president and treasurer; Joe L. Killeen, 1st vice-president; Joseph H. Epstein, vice-president; Leonard Gessner, vice-president; Roy M. Schwarz, secretary. *Radio director:* Joe L. Killeen. *Spot time buyer:* Temple H. Black. *Radio clients:* Wesson Oil & Snowdrift Sales Co. (NBC Pacific Red); Alabama-Georgia Syrup Co. (spot); Phil D. Mayer Co. (spot); Louisiana Power & Light Co. (spot); Jackson Brewing Co. (spot); H. G. Hill Stores (spot).

FLETCHER & ELLIS, INC., 500 Fifth Avenue, New York, N. Y. *Phone:* Lackawanna 4-3570. *Executives:* Sherman K. Ellis, president; C. E. Staudinger, S. J. Hamilton, H. E Houghton, vice-presidents; H. F. Townsend, Roger McDonald, art directors; E. S. Pratt, space buyer; Robert McKean, production manager. *Branch offices:* 141 W. Jackson Boulevard, Chicago; Richard Barrett, vice-president, manager. Penobscot Bldg., Detroit; Carleton Healy, manager. 1709 W. 8th Street, Los Angeles; Chet Crank, vice-president, manager. *Radio director:* H. Lawrence Holcomb. *Spot time buyer:* Eugene S. Pratt. *Radio clients:* Ward Baking Co. (CBS). *Writers:* Ray Knight, Peter Dixon, Himan Brown, M. M. Musselman. *Production:* Ray Knight, Peter Dixon, Himan Brown

FLETCHER & ELLIS, LTD., C. P. R. Bldg., Toronto, Can. *Phone:* Adelaide 3051. *Executives:* Ralph W. Ashcroft, vice-president. (Affiliated with Fletcher & Ellis, Inc., New York). *Radio director and spot time buyer:* Ralph W. Ashcroft. *Radio clients:* T. G. Bright & Co. (Dominion network). *Production:* Dominion Broadcasting Co.

ALBERT FRANK - GUENTHER LAW, INC., 131 Cedar Street, New York, N. Y. *Phone:* Cortland 7-5060. *Executives:* Rudolph Guenther, chairman of the board; Frank J. Reynolds, president; Russell Law, chairman of the executive committee; Robert J. Herts, secretary; Emmett Corrigan, treasurer. *Branch offices:* Boston: Joseph R. Hamlen, vice-president; August Hirschbaum, radio director. Philadelphia: Robert Ingold, manager and radio director. Chicago: R. W. Dawson, vice-president; H. W. O'Connor, radio director. San Francisco: Vincent J. Beschel, manager and radio director. *Radio director and spot time buyer:* Robert J. Herts. *Other radio executives:* Mrs. Dorothy L. Hill, Robert J. Misch, Russell S. Sims, David M. Wall, Walter W. Wiley. *Radio clients:* Chase National Bank of the City of N. Y. (CBS); Rhode Island Hospital Trust Co. (CBS); Beneficial Management Corp. & affiliated companies (CBS, spot); Joseph Martinson, Inc. (spot); Tri-Pak Hosiery (spot); Benay Art Embroidery Co. (spot). *Writers:* staff. *Production:* Neff-Rogow, Inc. (consultants, Beneficial Management, Joseph Martinson).

CHARLES DANIEL FREY COMPANY, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* State 8161. *Executives:* Charles Daniel Frey, president and treasurer; L. R. Northrup, executive vice-president. *Radio director:* L. F. Triggs. *Radio clients:* Household Finance Corp. (NBC Blue, Mutual, spot); Independent Grocers Alliance of America (spot); American National Bank & Trust Co. (spot). *Writers:* Irna Phillips, Edith Meiser, Carl Busse.

JEAN SCOTT FRICKELTON, 1355 Market Street, San Francisco, Calif. *Phone:* Douglas 6565. *Radio director:* Jean Scott Frickelton. *Radio clients:* Gas Appliance Society of California (spot); Electric Appliance Society of Northern California (spot).

HARRY M. FROST COMPANY, 260 Tremont Street, Boston, Mass. *Phone:* Liberty 0813-4-5. *Executives:* Karl M. Frost, president; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; Harvey P. Newcomb, secretary. *Radio director:* Harvey P. Newcomb. *Spot time buyers:* Karl M. Frost, Harvey P. Newcomb. *Radio clients:* Cranberry Canners (participation, Yankee, regional, spot); Durkee-Mower (Yankee, spot); E. R. Parker Dental System (regional); Campbell-Fairbanks Expositions (spot, spot announcements); Daggett Chocolate

(spot, spot announcements); C. E. Fay Co. (spot, spot announcements); Howard D. Johnson Co. (weather and tide forecasts); Massachusetts Sports Assn. (sports broadcasts); George E. Warren Corp. (spot, spot announcements); Acousticon Institute (spot); Bristol County Kennel Club (spot). Various other spot accounts. *Writing and production:* Agency staff, Kasper-Gordon Studios, Yankee Network Production Department.

FULLER & SMITH & ROSS, INC., 1501 Euclid Avenue, Cleveland, O. *Phone:* Cherry 7700. *Executives:* A. L. Billingsley, president; E. J. Alexander, E. L. Andrew, E. K. Emerson, C. E. Horton, G. R. Hunter, L. F. Hussey, vice-presidents; C. C. Reidenbaugh, secretary-treasurer. *Branch offices:* 444 Madison Avenue, New York; F. J. Ross, chairman of the board; F. B. Duncan, C. P. Pelham, G. D. Wever, J. E. Wiley, vice-presidents. *Vice-president in charge of radio:* J. E. Wiley. *Radio clients:* American Can Co. (NBC Blue).

GARDNER ADVERTISING COMPANY, Mart Bldg., St. Louis, Mo. *Phone:* GA-2915. *Executives:* E. G. Marshutz, president; Mrs. E. P. Proetz, executive vice-president. *Branch offices:* 9 Rockefeller Plaza, New York; Harold Griest, manager; R. Martini, radio director. Heyburn Bldg., Louisville: Warren Schwegel, manager. *Radio director:* C. E. Claggett. *Network and spot time buyer:* E. A. W. Shulenburg. *Radio clients:* Pet Milk (CBS); Ralston Purina (NBC Red, spot); Falstaff Brewing (spot); Staley Co. (spot); Gumpert (spot). *Writers:* Ken Robinson (Staley); Lawrence Holcomb (Ralston Purina).

SIDNEY GARFUNKEL ADVERTISING AGENCY, 153 Kearney Street, San Francisco, Calif. *Phone:* EX-3420. *Executives:* Sidney Garfunkel, president. *Radio director:* Florence Frederickson. *Spot time buyer:* Katherine Steinberg. *Radio clients:* Kay Jewelry Co. (NBC Pacific Red); Hastings (local); United Artists Theatre (local); Joseph Maguin Co. (local); C. H. Baker (local).

LAWRENCE C. GUMBINNER COMPANY, 9 East 41st Street, New York, N. Y. *Phone:* Vanderbilt 3-3550. *Executives:* Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. *Radio director, spot time buyer:* Herschel Deutsch. *Radio clients:* American Tobacco—Roi-Tan Cigars (CBS, spot); Houbigant Sales Corp. (spot); Palm Beach Suits (spot); Royal Lace Paper Works (spot).

GENERAL ADVERTISING AGENCY, Granada Studios, 672 S. Lafayette Park Place, Los Angeles, Calif. *Phone:* Drexel 2165. *Executives:* Ralf M. Spangler, president; William T. Maynard, vice-president; M. Hammond, secretary. *Executive radio personnel:* Lou Landfield, John F. Roberts, Churchill Murray. *Radio clients:* Currier's Tablets (spot). *Production:* Handled by agency. *Writers:* Churchill Murray (Currier's Tablets).

GERTH-KNOLLIN ADVERTISING AGENCY, 111 Sutter Street, San Francisco, Calif. *Phone:* GA 1081. *Executives:* Edwin P. Gerth and James C. Knollin, partners. *Radio director:* none; no special radio personnel. *Radio clients:* Ferry-Morse Seed (NBC Pacific Blue); Growers Fertilizer (spot); Boldemann Chocolate (spot); Southern Oregon Gas Corp. (spot). *Writing and production:* Handled by agency.

J. STIRLING GETCHELL, INC., 405 Lexington Avenue, New York, N. Y. *Phone:* Vanderbilt 3-4800. *Executives:* J. Stirling Getchell, chairman of the board; Walter W. Templin, president; John V. Tarleton, secretary; Charles McCormack, treasurer. *Branch offices:* New Center Bldg., Detroit; H. T. Mitchell, vice-president; I. H. MacKenzie, radio director. Bryant Bldg., Kansas City, Mo.; Edward I. Clark, head. *Radio director:* Frank L. Sharpe. *Spot time buyer:* J. Loyd Williams. *Production:* George W. Allen. *Script writer:* Robert G. Hughes. *Radio control:* Carolyn R. Moser. *Radio clients:* Socony-Vacuum Oil (CBS); Plymouth Motor (CBS, NBC Red); Socony-Vacuum—Albany, Buffalo, Rochester, Syracuse Divisions (spot); Devoe & Raynolds (spot); De Soto Motor (spot); H. D. Lee (spot); Sobol Bros. Service Stations (spot). *Writers:* Frank Gill (Plymouth, Socony-Vacuum); Robert G. Hughes (Devoe & Raynolds, Socony-Vacuum, De Soto). *Production:* Bennett Larson (Plymouth); George Allen (Socony-Vacuum, Devoe & Raynolds).

GEYER, CORNELL & NEWELL, INC., 745 Fifth Avenue, New York, N. Y. *Phone:* Wickersham 2-5400. *Executives:* B. B. Geyer, president; H. W. Newell, R. M. Ganger, vice-presidents; W. A. Blees, vice-president, general manager. *Branch offices:* Oakland, Calif.; R. H. Grant, manager. Kenosha, Wisc.; Karel Rickerson, manager. *Radio director:* Gordon Cooke. *Spot time buyers:* E. W. Lederer, Frank Hermer. *Production manager:* John Gibbons. *Radio clients:* Kelvinator Corp. (CBS); Oneida, Ltd. (spot); E. P. Reed & Co, Matrix Shoes (spot). *Writers:* James K. Martindale (Kelvinator, E. P. Reed); Marjorie

Hyndman (Oneida, E. P. Reed); Dwight Cooke, Shirley Warde, Gordon Cooke (all accounts). *Production:* John Gibbons, Eleanor Larsen, Gordon Cooke (Kelvinator); Dwight Cooke, Shirley Warde (all accounts).

GILLHAM ADVERTISING AGENCY, 220 Continental Bank Bldg., Salt Lake City, Utah. *Phone:* Wasatch 1347. *Executives:* M. C. Nelson, president; J. Y. Tipton, vice-president; Lon Richardson, vice-president. *Radio director:* Above-mentioned officers serve as radio directors. *Radio clients:* Sego Milk Products Co. (spot); Clover Leaf-Harris Dairy (spot); Royal Baking Co. (spot); Mountain Fuel Supply Co. (spot); Tracy Loan and Trust Co. (spot); Fisher Brewing Co. (spot); Walker Bank & Trust Co. (spot); Whitaker Cigar Co. (spot); Ure, Pett & Morris Investment Co. (spot); People's Finance & Thrift Co. (spot); First Federal Savings & Loan Assn. (spot).

FRANCIS K. GLEW, ADVERTISING, 517 Murray Bldg., Grand Rapids, Mich. *Phone:* 8-1848. *Executives:* Francis K. Glew, owner. *Radio director and spot time buyer:* Francis K. Glew. *Radio clients:* Parisian Cleaners & Dyers; Goebel & Brown, Inc. (local).

GRACE & BEMENT, INC., 438 New Center Bldg., Detroit, Mich. *Phone:* Madison 4514. *Executives:* Edward R. Grace, president and treasurer; Austin F. Bement, vice-president and general manager. *Radio director and spot time buyer:* L. C. Grace. *Radio clients:* Pfeiffer Brewing Co. (spot).

GREVE ADVERTISING AGENCY, INC., 832 Minnesota Bldg., St. Paul, Minn. *Phone:* Cedar 5400. *Executives:* S. Greve, president; E. Greve, vice-president; B. Connolly, secretary; O. Lindquist, treasurer. *Radio director and spot time buyer:* B. Connolly. *Other radio executives:* S. Greve, B. West. *Radio clients:* American Gas Machines; Field Schlick, Inc.; Weyand Furniture; Griggs Cooper & Co.; New Homes, Inc.; Drewry's; Minnesota Milk Co.; Old Fashioned Millers (all spot).

GREY COMPANY, 154 E. Erie Street, Chicago, Ill. *Phone:* Del. 4989. *Executives:* M. K. Grey; L. P. Salinger; Edward Kohner; Edward J. Myer; Nat M. Kolker. *Radio director:* M. K. Grey. *Spot time buyer:* Nat Kolker. *Other radio personnel:* L. P. Salinger; Phil Shelly. *Radio clients:* Harrison's Heart O' Orange (local); Marks Credit Clothing Stores (spot, local); Master Jewelers, Inc. (local); Paddors, Inc. (local).

GRISWOLD-ESHLEMAN, Terminal Tower Bldg., Cleveland, O. *Phone:* MA 7626. *Executives:* Charles L. Eshleman, president; J. F. Davis, secretary and treasurer. *Radio director:* E. B. Prible. *Spot time buyer:* W. A. Weaver. *Other radio executives:* B. C. Connor. *Radio clients.* Pocahontos Oil Corp.; Hickok Oil Corp. *Writers:* Jimmy Allen; WJR staff.

MELVIN F. HALL, 220 Delaware Avenue, Buffalo, N. Y. *Phone:* Cleveland 4461. *Executives:* Melvin F. Hall, owner and radio director. *Radio clients:* J. Q. Clarke Coal; Peerless Laundry; Henel's Dairy.

HAMMER ADVERTISING AGENCY, 983 Main Street, Hartford, Conn. *Phone:* 5-4883. *Executives:* M. H. Hammer, president; Murray Howard, account executive; L. Goldstein, auditor and secretary. *Radio director:* M. H. Hammer. *Spot time buyer* (also space buyer): Helen Was. *Radio clients:* Kay Jewelry Co. (New England network, spot); Old England Brewery (spot); Hygrade Oil Co. (spot); Peter Paul Candies (spot); Scott Furriers (Yankee); C and S Motors (spot); Yankee Bread (spot); Smart Shops (spot); Norman Clothing Co. (spot); Helen Beauty Co. (spot); French Dye Co. (spot); Dr. J. L. Fagan (spot); Whalen Jewelry Co. (spot); Allyn Theatres (spot); Loew's Theatres (spot); Charter Oak Bottling Works (spot); Republican State Central Committee (Connecticut network). *Writers:* George Bowe (Helen Beauty Co.); Diana Carlson (Scott Furriers, Dr. J. L. Fagan); Bert Katzen (various accounts).

HART-CONWAY COMPANY, INC., General Valley Trust Bldg., Rochester, N. Y. *Phone:* Main 2073. *Executives:* H. Lyman Hart, president and treasurer; Harold E. Kennedy, vice-president; Marion B. Hart, secretary. *Radio director and spot time buyer:* John P. Street, Jr. *Radio clients:* C. L. Hartmann Corp.; Quality Mattress Co.; Erskine-Healy, Inc.; Doyle Gasoline & Oil Co.; General Electric Supply Co.; Rochester Automobile Dealers Assn.; Chevrolet Dealers of Western N. Y.; Dodge Dealers of Western N. Y. (all local); various other local accounts. *Production:* Charles Siverson (Quality Mattress).

E. W. HELLWIG COMPANY, 9 East 40th Street, New York, N. Y. *Phone:* Lexington 2-3080. *Executives:* E. W. Hellwig, president; C. L. Miller, vice-president; G. V. Carhart, secretary, assistant treasurer, space buyer. *Radio director and spot time buyer:* G. V. Carhart.

Radio clients: Corn Products Refining Co. (Kre-Mel, Karo, Mazola, Linit) (CBS); others, including various national and regional spot advertisers.

HILLMAN-SHANE ADVERTISING AGENCY, INC., 412 W. 6th Street, Los Angeles, Calif. *Phone:* Vandike 5111. *Executives:* David S. Hillman, president; Alex Ruben, vice-president; William Berger, secretary and treasurer. *Radio director:* David Hillman. *Spot time buyer:* E. Plane. *Radio clients:* Weaver-Jackson Beauty Shops; Maier Brewing; Fox West Coast Theatres; Paramount Theatre; Sardi's (local).

HIXSON-O'DONNELL, INC., 444 Subway Terminal Bldg., Los Angeles, Calif. *Phone:* Mutual 8331. *Executives:* R. M. Hixon, president; Julian E. O'Donnell, treasurer; G. K. Breitenstein, secretary. *Radio director:* Samuel C. Pierce. *Radio clients:* Rio Grande Oil Co. (CBS, Mutual); Day & Night Water Heater Co. (spot). *Writing and Production:* Samuel C. Pierce (Rio Grande Oil Co.).

HOWER ADVERTISING AGENCY, 413 Midland Savings Bldg., Denver, Colo. *Phone:* Cherry 1297. *Executives:* C. M. Hower, president; Mrs. C. M. Hower, vice-president; B. R. Longstreth, secretary. *Radio director and spot time buyer:* W. W. MacGruder. *Radio clients:* A.B.C. Cleaners & Dyers Co. (spot); Blue Parrot Inn (local); Cullen Thompson Motor Co. (spot); Adolph Coors Co (spot); Empire Savings Bldg. & Loan Assn. (local); Powerine Co. (local); Sterling Lumber Co. (local); Victor American Fuel Co. (spot); Riverbend Ranch (local).

CHARLES W. HOYT COMPANY, INC., 551 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-4690. *Executives:* R. L. Talley, chairman of the board; Winthrop Hoyt, president; F. A. Whippl, vice-president; Everett W. Hoyt, secretary. *Branch offices:* 216 Tremont Street, Boston; George N. Merritt, manager. 650 Main Street, Hartford; F. A. Whippl, vice-president. *Radio director:* Everett W. Hoyt. *Spot time buyer:* C. B. Donovan. *Radio clients:* American Molasses; B. C. Remedy Co.; Chamberlain & Co.; Diamond Ginger Ale; Charles Gulden, Inc.; Hartford Electric Light; Harvard Brewing; Pure Food Factory; Richardson & Robbins; Silent Glow Oil Burner; others (all spot). *Production:* Frank Chase (Charles Gulden, Inc.).

H. R. HUMPHREY COMPANY, 1235 Statler Bldg., Boston, Mass. *Phone:* Liberty 4714. *Executives:* H. B. Humphrey, chairman of the board; R. S. Humphrey, president, treasurer; Francis S. Moulton, secretary; L. M. Fawcett, assistant treasurer; Julian L. Watkins, copy director; Sanford E. Gerard, art director; Winfield Hatch, production manager. *Radio director and spot time buyer:* John C. Strouse. *Radio clients:* American Cereal Food Corp. (Yankee); Waltham Watch; Raymond-Whitcomb; Earnshaw Knitting Co.; Commonwealth of Massachusetts (all spot).

ROY A. HUNTER, 710 Seymour Street, Vancouver, B. C., Can. *Phone:* Trinity 9503. *Executives:* Roy A. Hunter. *Radio* director: none. *Radio clients:* Memba Seals; Memba Pectin; McGavins Bakeries; Pet Dog Food; Stet Wall Finish; B. C. Electric Coke; Hall Fuel (all spot); Pacific Milk; Blossom Coffee; Safeway; Health Insurance propaganda. *Writing and production:* Handled by agency.

HUSBAND & THOMAS COMPANY, INC., 370 Lexington Avenue, New York, N. Y. *Phone:* Caledonia 5-8297. *Executives:* David C. Thomas, president; Theodore R. Harris, vice-president; Harvey L. Kneeland, vice-president. *Radio director:* T. R. Harris. *Spot time buyer:* David E. Evans. *Radio clients:* Omega Chemical Co. (spot); Oyster Shell Products Co. (spot); Outikamnia Co. (spot).

HUTCHINS ADVERTISING COMPANY, INC., 42 East Avenue, Rochester, N. Y. *Phone:* Main 3528. *Executives:* M. S. Hutchins, president; F. A. Hutchins, vice-president; F. I. Hutchins, secretary and treasurer. *Branch office:* Hutchins Advertising Company of Canada, Ltd., 1305 Northern Ontario Bldg., Toronto; John Bennett, manager. *Radio director:* R. P. Weis. *Spot time buyer:* H. C. Scheck. *Radio clients:* Philco Radio & Television Corp. (CBS, spot); Artophone Corp. (spot); Bluefield Supply Co. (spot); Brown Distributing Co. (spot); Cabell Electric Co. (spot); Carolina Sales Corp. (spot); Columbia Wholesalers, Inc. (spot); Commonwealth Sales Corp. (spot); D. & H. Distributing Co., Inc. (spot); Electric Sales & Service, Inc. (spot); E. J. Gustafson Co. (spot); Phillip Levy & Co. (spot); Oklahoma Tire & Supply Co. (spot); Philco Sales & Service, Inc. (spot); C. R. Rogers Co. (spot); Sharp Battery & Electric Co. (spot); Thalhimer Bros. (spot); Taylor Distributing Co. (spot); Utterback-Gleason Co. (spot); Wagner Radio Co. (spot).

HUTCHINSON ADVERTISING COMPANY, 1000 Hodgson Bldg., Minneapolis, Minn. *Phone:* Atlantic 5238. *Executives:* Merrill Hutchinson, president, treasurer; H. K. Painter, vice-president; H. R. Stevenson, vice-president; J. M.

Bridge, vice-president; J. V. Pidgeon, secretary. *Radio director:* H. K. Painter. *Spot time buyer:* R. T. Klagstad. *Radio clients:* Pillsbury Flour Mills (NBC Red, spot); Gluek Brewing Co. (spot); Chippewa Springs Corp. (spot). *Writers:* Irna Phillips (Pillsbury). *Production:* Bucky Harris, of NBC (Pillsbury).

INTERSTATE ADVERTISING AGENCY, 1008 Marshall Bldg., Cleveland, O. *Phone:* Main 9444. *Executives:* George A. Kirkendale, president; C. M. Marvin, vice-president; J. M. Johnson, secretary-treasurer. *Radio director:* W. B. Dye. *Spot time buyer:* C. M. Marvin. *Other radio executives:* W. A. Kirkendale, Robert C. Marvin, George A. Schneider. *Radio clients:* Marshall Drug Co.; Forest City Brewing Co.; Dan Dee Pretzel & Mfg. Co.; The Bailey Co.; Ridgewood Laboratories; The Alms & Doepke Co.; The Wurlitzer Co.; A. Polsky Co. (local).

RALPH H. JONES COMPANY, 431 Main Street, Cincinnati, O. *Phone:* Main 3351. *Executives:* Ralph H. Jones, president and treasurer. *Radio director and spot time buyer:* C. M. Robertson, Jr. *Other radio executives:* Charles M. Coward, George Slavin. *Radio clients:* Kroger Grocery & Baking Co.; Drackett Co.

H. W. KASTOR & SONS ADVERTISING COMPANY, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5331. *Executives:* Louis Kastor, president; F. W. Kastor, vice-president; R. H. Kastor, vice-president; W. B. Kastor, secretary; E. H. Kastor, treasurer. *Branch offices:* Waldorf-Astoria Hotel, New York, N. Y., Arthur Kastor, head; Arcade Bldg., St. Louis, Mo., Fred Kastor, head; no radio executives in these offices. *Radio director:* Edward Aleshire. *Spot time buyer:* H. H. Hudson. *Radio clients:* Kirk's Castile Soap (spot); Drene Shampoo (NBC Red, spot); American Family Soap & Flakes (spot); Tums (NBC Red, spot); Welch's Grape Juice (NBC Blue, spot); Ward Baking Co. (spot); Crown Overall Co. (Mutual); 4 Way Cold Tablets (spot); Lavena (spot); William Penn Cigars (spot); Pluto Water (spot); Oh Henry Candy Bar (spot); Tattoo Lipstick (spot); Booth Fisheries (spot); Snow King Baking Powder (spot); Zenith Radio (spot); Pursang Tonic (spot); Hydrox Beverages (spot). *Writers:* Arch Oboler (Welch Grape Juice). *Production:* Handled by agency.

JOSEPH KATZ COMPANY, 16 E. Mt. Vernon Place, Baltimore, Md. *Phone:* Vernon 7094. *Executives:* Joseph Katz, president; Robert A. Smalley, vice-president; C. M. Harrison, treasurer; Kate Katz, secretary. *Branch offices:* 247 Park Ave., N. Y.; Robert A. Smalley, vice-president. 6362 Hollywood Blvd., Hollywood, Calif. *Radio director:* J. C. Bridgewater. *Spot time buyer:* O. B. Bond. *Other radio executives:* Edward Prager, George Lucas, Stanley Blumberg. *Radio clients:* Cox Gelatine (NBC Blue); Laco Products (CBS); also various national, regional and local spot advertisers.

HENRY J. KAUFMAN ADVERTISING, 305 Homer Bldg., Washington, D. C. *Phone:* DIS. 7400. *Executives:* Henry J. Kaufman, proprietor; William F. Sigmund, copy director. *Radio director:* Jeffrey A. Abel. *Radio supervisor:* Helen Stewart. *Radio clients:* Cherner Motor Co.; D. J. Kaufman Stores for Young Men; Maryland-Virginia Milk Producers; Rice Bakery; Old Milwaukee Beer; Fidelity Building & Loan; Emile Beauty Salon; Marvin's Department Store; Personal Industrial Bankers; Domestic Finance Corp.; Rock Creek Ginger Ale; Palace Laundry (all local); Cherner Motor Co. (weather forecasts, spot announcements); Phillips Petroleum; Stenotype Co.; Waters Tours; Nash Boat & Marine Co.; Sears, Roebuck; Dome Oil; American Automobile Assn. (all spot). Various other spot accounts. *Writers:* Strickland Gillilan, Ronald Dawson, Arthur Godfrey, Maybelle Jennings, Lee Everett.

STANLEY KAYE ADVERTISING AGENCY, 1812 Guarantee Title Bldg., Cleveland, O. *Phone:* Cherry 1490. *Executives:* Stanley J. Kaye, president; Frederick Bottstein, vice-president; H. G. Strang, secretary-treasurer; H. M. Little, space buyer. *Radio director and spot time buyer:* H. W. Waddell. *Other radio executives:* Stanley J. Kaye, Frederick Bottstein. *Radio clients:* I. J. Fox, Inc. (local, spot); Bing Furniture Co. (local, spot); Lyon Tailoring Co. (spot); Young Furniture Co. (spot); K-B Co. (spot). *Writing and production:* Handled by agency.

RAYMOND KEANE, 414-18 Steel Bldg., Denver, Colo. *Phone:* TA. 4967. *Executives:* Raymond Keane, president; Ethel N. Hines, general manager; Ruth Graft, newspaper manager. *Radio director:* Ethel N. Hines. *Spot time buyer:* Raymond Keane. *Radio clients:* K & B Packing Co. (local); Nuckalls Packing Co. (local); Walters Brewing (local); American Furniture (local spot); American Bank (transcriptions); Pencal Drug (news bulletin); Denver Buick (local); Denver Jewelry Co. (spot). *Writers:* Ethel N. Hines.

KELLY, STUHLMAN & ZAHRNDT, INC., Mart Bldg., St. Louis, Mo. *Phone:* Garfield 0777. *Executives:* Charles F. Kelly, Jr., president; Conrad F. Stuhlman, vice-president, secretary; Walter W. Zahrndt, vice-president, treasurer; Virgil A. Kelly, vice-president. *Radio director:* Virgil A. Kelly. *Spot time buyer:* Walter W. Zahrndt. *Radio clients:* Lutheran Laymen's League (Mutual); Central Shoe Company; American Life & Accident Insurance Co.; Visit St. Louis Committee; Streckfus Steamers; Joyce 7-Up, Inc. (all spot).

KENYON & ECKHARDT, INC., 247 Park Avenue, New York, N. Y. *Phone:* Wickersham 2-3920. *Executives:* Henry Eckhardt, president; Thomas D'A. Brophy, first vice-president; Otis A. Kenyon, treasurer; Charles H. Vasoll, vice-president and controller; Edwin Cox, vice-president and copy director; Stuart Campbell, vice-president and art director. *Radio director:* Tyler Davis. *Radio clients:* C. F. Mueller Co. (NBC Blue); Kellogg Co. (local); Bosco Milk Amplifier (spot, Yankee); Chasers (spot). *Writers:* Leonard Holton (Mueller's); Jack Nelson, Neil Hopkins (Kellogg). *Production:* Jean Grombach (Mueller's).

KETCHUM, MAC LEOD & GROVE, INC., 2000 Koppers Bldg., Pittsburgh, Pa. *Phone:* Atlantic 1100. *Executives:* George Ketchum, president; Emil Hofsoos and Ernest T. Giles, vice-presidents; Robert E. Grove, vice-president and secretary; W. J. Thomas, treasurer. *Spot time buyer:* Homer L. Andrews. *Radio clients:* Haller Baking Co. (CBS); Natural Gas Companies Serving the Greater Pittsburgh Area (NBC Red, Blue, CBS); Ruud Manufacturing Co. (Mutual); Pittsburgh Dairy Council (NBC Blue); Edward A. Woods Co. (NBC Red, Blue); The Peoples Natural Gas Co. (spot). *Production:* Handled by agency.

KEY ADVERTISING COMPANY, 805 Fountain Square Bldg., Cincinnati, O. *Phone:* Main 1164. *Executives:* Samuel Glueck, president and treasurer; Nathan P. Glueck, vice-president; E. J. Deister, treasurer. *Radio director:* Edward C. Bolger. *Radio clients:* Midwest Radio Corp. (spot); Indo-Vin, Inc. (spot); Buckeye Soda Co. (spot); Sloans Furriers (spot). *Writers:* B. C. Herrick (Indo-Vin); Walter B. Martin (Buckeye Soda); Samuel Glueck (Midwest Radio); Edward C. Bolger (Sloans Furriers).

KNOX REEVES ADVERTISING, INC., 307 Fourth Avenue, S, Minneapolis, Minn. *Phone:* Bridgeport 4291. *Executives:* Wayne Hunt, president, treasurer; John H. Sarles, Helen Brown, vice-presidents; K. P. Torgerson, secretary. *Radio director:* No single person; under immediate direction of officers. *Spot time buyer:* K. P. Torgerson. *Other radio executives:* B. N. Robinson, Jr., Lloyd Griffin, James T. Kelley. *Radio clients:* General Mills-Wheaties, Softasilk, Bisquick, Kitchen-Tested Flour (CBS, spot); Kelly Liquor Co. (spot).

KRAFF ADVERTISING AGENCY, 807 Marquette Avenue, Minneapolis, Minn. *Phone:* Bridgeport 3166. *Executives:* Norman E. Kraff, prop. *Radio director:* M. E. Johnson. *Spot time buyer:* Theodore Allen. *Other radio executives:* C. M. Schramm. *Radio clients:* Sun Ray Laboratories (spot); Mannly Research Laboratories (spot); Piggly Wiggly Corp. (local). *Writers:* Norman E. Kraff, M. E. Johnson.

ARTHUR KUDNER, INC., 620 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-3200. *Executives:* Arthur H. Kudner, president; E. J. Owens, vice-president; Sam D. Fuson, vice-president; C. F. Gannon, vice-president; James H. S. Ellis, vice-president. *Branch offices:* Washington, D. C.; Frank Getty, manager. Detroit, Mich.; Robert Copeland, manager. San Francisco, Calif.; John H. Hornell, manager. *Radio director:* Charles F. Gannon. *Spot time buyer:* James Fuson. *Other radio executives:* Adrian Samish, Rowena Runnette, Ella Phillips. *Radio clients:* Macfadden Publications (NBC Red); U. S. Tobacco Co. (CBS); G. Ceribelli & Co. (local); Goodyear Tire & Rubber Co. (NBC Blue); Fisher Body Craftsman's Guild Division of General Motors (CBS); Buick Motor Division of General Motors (NBC Red and Blue, spot). *Writers:* William Sweets (Macfadden); John B. Kennedy (Goodyear). *Production:* Erik Barnouw (Macfadden); J. Fuson (Ceribelli, Goodyear); Adrian Samish (Macfadden, Fisher Body).

LAMBERT & FEASLEY, INC., 400 Madison Avenue, New York, N. Y. *Phone:* Plaza 3-1472. *Executives:* J. L. Johnston, president; Gordon Seagrove, executive vice-president; Bert M. Nussbaum, Martin Horrell, vice-presidents; Walter P. Lantz, secretary; Frank W. Mace, treasurer; Albert Sterling, art director; Frank Gangemi, production manager. *Radio director:* Martin Horrell. *Spot time buyer:* Thomas F. McMahon. *Radio clients:* Phillips Petroleum Co.—Phillips 66, Ethyl, etc.—(CBS, spot); Lambert Pharmacal Co.—Listerine—(spot).

LAVENSON BUREAU, 12 S. 12th Street, Philadelphia, Pa. *Phones:* Lombard 1158; Race 7552. *Executives:* Jay Lavenson, owner; Raymond Reinhart, art director; Alexis de Sakhnoffsky, designer. *Radio director and spot time buyer:* Roland Israel. *Other radio executives:* Ruth Sheehan. *Radio clients:* Fruit Industries Ltd. of Penna.; Grunow Electric Refrigerators; Sears, Roebuck & Co. (all spot announcements). *Writers:* Elise W. Kemper, David Levy, Mrs. Lynn Adair, Chris Wood, Jr.

LEIGHTON & NELSON, 243 State Street, Schenectady, N. Y. *Phone:* Schenectady 2-4202. *Executives:* Winslow P. Leighton and George R. Nelson, partners. *Radio director:* Robert S. Cragin. *Spot time buyer:* Rosemary Cramb. *Radio clients:* Hudson Coal Co. (NBC Red); Alling Rubber Co. (spot); Albany Business College (spot); Alemite Products of Albany (spot); American A-1 Laundry (spot); Amos-Rice Coal Co. (spot); E. B. Ashton (spot); Automatic Voting Machine Corp. (spot); Bailey Rug Co. (spot); H. S. Barney Co. (spot); Beyer Fur Shop (spot); Breslaw Brothers (spot); Carl Co. (spot); Caruso, Rinella, Battaglia (spot); Central Bridge Auto Co. (spot); T. Arthur Cohen (spot); Colonial Ice Cream Co. (spot); Cotrell & Leonard (spot); D'Jimas-Reliable Fur Co. (spot); Edgewood Inn (spot); Ehmler Estate (spot); Famous Shoe Stores (spot); Fern Furniture Co. (spot); Fort Orange Chemical Co. (spot); Grosberg-Golub, Inc. (spot); P. Gould (spot); W. T. Hanson (spot); Jay Jewelry Co. (spot); Kimmey Bakeries (spot); Wm. H. Lee & Co. (spot); McManus & Riley (spot); Meyers Co. (spot); Morris Plan Bank of Schenectady (spot); National Accessories Stores (spot); New York State Bureau of Publicity (spot); Patton & Hall (spot); Pinkham's (spot); G. C. Reardon (spot); Rudolph Brothers (spot); Sand Springs Corp. (spot); Saratoga Assn. for the Improvement of the Breed of Horses (spot); Schaffer Stores (spot); Schenectady Chamber of Commerce (spot); Schenectady County Coal Co. (spot); Schenectady County Coal Merchants (spot); Schenectady Sun Pictorial (spot); Simmons Furniture Co. (spot); Ben V. Smith (spot); Spalt & Son, Inc. (spot); Star Furniture Co. (spot); Steiner's (spot); E. V. Stratton Corp. (spot); Sturdee Distributors (spot); Union Book Co. (spot); Wallace Co. (spot); Webster Motor Sales Co. (spot); John D. Wendell, Inc. (spot); J. B. White (spot); Clifton F. Williams, Inc. (spot). *Writing and Production:* Handled by agency

LENNEN & MITCHELL, 17 East 45th Street, New York, N. Y. *Phone:* Murray Hill 2-9170. *Executives:* Philip W. Lennen, president; Robert W. Orr, executive vice-president; Ray VirDen, vice-president; Arthur L. Lynn, secretary. *Radio director:* Mann Holiner. *Spot time buyer:* Blayne Butcher. *Radio clients:* Andrew Jergens Co. (NBC Blue); John H. Woodbury (NBC Blue, Red); Lehn & Fink (CBS); Modern Romances (NBC Blue); Tide Water Associated Oil Co. (Yankee, spot).

S. R. LEON, INC., 1775 Broadway, New York, N. Y. *Phone:* Columbus 5-0020. *Executives:* S. R. Leon, president; J. L. Brandt, secretary. *Radio director and spot time buyer;* Harry Jacknick. *Radio clients:* Holland Radio Stores (spot).

LESSING ADVERTISING COMPANY, INC., 910-915 Walnut Bldg., Des Moines, Ia. *Phone:* 3-6928. *Executives:* R. J. Flynn, president and treasurer; D. L. Dungan, secretary. *Radio directors and spot time buyers:* R. J. Flynn, D. L. Dungan. *Local account executive:* Gus Strauss. *Radio clients:* Earl Ferris Nursery; Crazy Water; Cownie Furs (all spot); National Aluminate (spot announcements); Younker Bros.; Sanders Motor Co.; A. A. Schneiderhan Co.; Banner Coal; Ginsberg Furniture (all local).

LOGAN & STEBBINS, 811 W. Seventh Street, Los Angeles, Calif. *Phone:* Trinity 8821. *Executives:* Barton A. Stebbins, president; Dudley L. Logan, vice-president; Mae McDermott, secretary, treasurer; Arthur W. Gudelman, space buyer; Henry Todd, art director. *Radio director:* No special person listed. *Radio clients:* Signal Oil Co. (NBC Pacific Coast Red); others, including spot advertisers.

LONG ADVERTISING SERVICE, 19 N. 2nd Street, San Jose, Calif. *Phone:* Douglas 3168. *Executives:* Alvin Long, president. *Branch offices:* Russ Bldg., San Francisco; Hassel W. Smith, manager. *Radio director:* Hassel W. Smith. *Other radio executives:* Mrs. Gertrude Murphy. *Radio clients:* Gallenkamps, Inc. (NBC Pacific Blue); Peters Shoe Co. (NBC Pacific Blue); Cranat Bros. (spot, time signals); Hirsch & Kaye (spot announcements); S. Young Co. (spot announcements).

LORD & THOMAS, 247 Park Avenue, New York, N. Y. *Phone:* Wickersham 2-6600. *Executives:* Albert D. Lasker, president; Edward Lasker, vice-president, treas-

urer; Mary L. Foreman, vice-president, secretary; William Sachse, vice-president, comptroller; Thomas M. Keresey, vice-president; Edgar Kobak, vice-president; Sheldon R. Coons, executive vice-president, New York; Don Francisco, executive vice-president, California; David M. Noyes, executive vice-president, Chicago; Leonard Masius, vice-president, London, England. *Branch office:* 919 N. Michigan Ave., Chicago; David M. Noyes, executive vice-president. 235 Montgomery St., San Francisco; Don Francisco, executive vice-president; Harold W. David, radio director and spot time buyer. 601 W. Fifth St., Los Angeles; Don Francisco, executive vice-president; Jack W. Runyon, radio director and spot time buyer; E. M. Benson, office manager; Harwin T. Mann, space buyer. *Radio manager:* Thomas A. McAvity. *Spot time buyer:* John D. Hymes. *Talent:* Edgar G. Sisson, Jr. *Writers and manuscripts:* Richard Carroll. *Program management:* Edgar G. Sisson, Jr. *Radio clients:* Cities Service (NBC Red, spot, spot announcements); RCA (NBC Blue); American Tobacco (NBC Red, CBS); Radio Guide (NBC Blue); Jell Well Dessert (NBC Pacific Red); Pepsodent (NBC Red, spot); Horlick's Malted Milk (NBC Red and Blue); California Chain Store Assn. (NBC Blue, Don Lee); Union Oil (NBC Red); Southern Pacific Co. (NBC Red); International Cellucotton Products (CBS—switched to NBC Red Sept. 14); Quaker Oats (NBC Red); Frigidaire (NBC Blue); Rainier Brewing (NBC Pacific Red); New Departure Mfg. (spot announcements); Nestle's Milk (participation); RCA Mfg. Co. (spot announcements); House of Pinaud (spot); California Fruit Growers Exchange (spot); Armour (spot); Public Service of Northern Illinois (local); First National Bank of Chicago (participation, CBS); Montgomery Ward (spot); People's Gas Light & Coke (local); Tide Water Associated Oil (sports, NBC and CBS Pacific); Southern Pacific Railroad (spot); Lindsay Ripe Olives (participation); Golden Nugget Sweets (local); M.J.B. Coffee (news); Sun Maid Raisin (spot). *Writers:* Agency staff, with following exceptions—Jane Crusinberry (International Cellucotton); Harry Lawrence (Quaker Oats); John Young (The Court of Kitchen Relations, Chicago local). *Production:* Handled by agency.

LORD & THOMAS OF CANADA, LTD., 67 Yonge Street, Toronto, Ont., Can. *Phone:* WA 1151. *Executives:* R. R. Faryon, manager. *Branch offices:* 1010 St. Catharine Street, Montreal, Que.; Carl Dennis, manager. *Radio time and spot time buyer:* G. Adams. *Radio clients:* Nestles Milk Products (spot); Quaker Oats Co. (spot).

LUSTIG ADVERTISING AGENCY, 321 Euclid Avenue, Cleveland, O. *Phone:* Cherry 2840. *Radio director:* none. *Spot time buyer:* Leroy Lustig. *Radio clients:* Rosenblum's; Public Service Tire Co.; Rotbart's; Cotton Club Ginger Ale; Bill's Clothes (all local spot announcements).

HAYS MAC FARLAND & COMPANY, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 9360. *Executives:* Hays MacFarland, president; Malcolm A. Jennings, first vice-president, art director; Allen B. Dicus, vice-president, account executive; Andrew Coburn, vice-president; B. Ruttingh, secretary-treasurer; Willis M. Carpenter, production manager. *Radio director:* Arthur W. Stowe. *Spot time buyer:* Madge C. Child. *Radio clients:* Stewart-Warner Corp. (C.B.S.); others, including various national and regional spot advertisers.

MACKAY & SAVARY, Union Bldg., Calgary, Alberta, Can. *Phone:* M 4560. *Executives:* M. H. Mackay, president; A. W. Savary, managing director; S. C. James, secretary-treasurer. *Branch offices:* Affiliated with MacLaren Advertising Company, Ltd., Toronto. *Radio director and spot time buyer:* A. W. Savary. *Other radio executives:* L. Lyall. *Radio clients:* Consolidated Mining & Smelting (regional spot); Canada Dry Ginger Ale (regional spot); George Harris & Son (regional spot). Also various local accounts.

MACKAY-SPAULDING COMPANY, INC., 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-1490. *Executives:* James Mackay, president; Howard E. Spaulding, vice-president; Eugene W. Spaulding, secretary. *Radio director:* William L. Rech. *Spot time buyer:* Frederick Ehli. *Radio clients:* Camel Pen Co. (spot); Candy-Cod Laboratories Corp. (spot); Pechter Baking Co., Inc. (spot). *Writers:* William L. Rech (Candy-Cod Laboratories Corp.; Pechter Baking Co., Inc.).

MAC MANUS, JOHN AND ADAMS, INC., Fisher Building, Detroit. *Phone:* Trinity 2-8300. *Executives:* W. A. P. John, president; James R. Adams, executive vice-president, treasurer; John R. MacManus, vice-president, secretary; Harvey G. Luce, vice-president, art director; Leo A. Hillebrand, assistant treasurer. *Branch offices:* 111 Sutter Bldg., San Francisco; Peter Hurst, manager. 618 Petroleum Securities Bldg., Los Angeles, J. H. Hutchinson, manager. *Radio directors,*

spot time buyers, production managers: Elmer W. Froehlich, Kelso M. Taeger. *Radio clients:* Pontiac Motor Co. (NBC Red, CBS); Cadillac Motor Co. (NBC Red); others, including various national and regional spot advertisers.

MAC WILKINS & COLE, INC., 544 Mead Bldg., Portland, Ore. *Phone:* BR-6401. *Executives:* Mac Wilkins, president; George Weber, vice-president; A. E. Cole, vice-president and treasurer; G. E. Connor, secretary. *Branch office:* Seattle, Wash. *Radio director and spot time buyer* (Portland): Showalter Lynch. *Radio director* (Seattle): Larry Bradley. *Radio clients:* Fahey-Brockman (spot); Community Credit, Inc. (spot); Closset & Devers Golden West Coffee (Northwest Network); Montag (spot); Portland Federal Savings & Loan Assoc. (spot); Franz Butternut Bread (spot); Tommy Luke, Florist (spot).

MALCOLM - HOWARD ADVERTISING AGENCY, 20 E. Jackson Blvd., Chicago, Ill. *Phone:* Webster 2110. *Executives:* Arthur M. Holland, owner. *Radio director and spot time buyer:* Arthur M. Holland. *Radio clients:* The Newart Co. (spot); Joy Candy Shoppes (spot); Rubin's, Inc. (spot); Roller Derby (spot); P. W. Schmidt (spot); Holland's Jewelry (spot); Zeman's (spot); Greene's (spot); Bell Auto (spot). *Production:* Ben Kanter, Henry Polk.

DAVID MALKIEL ADVERTISING AGENCY, 260 Tremont Street, Boston, Mass. *Phone:* Liberty 1421-2-3. *Executives:* David Malkiel, owner and production manager; Harry Lawrence, art director; Martha Brest, secretary; Harry Lane, space buyer; Mildred Triger, clerk; Alfred Black, J. L. Michelson, Martin Kadis, Everett Zola, Leonard Bernhardt, account executives. *Radio director:* Harry Lane. *Spot time buyer:* David Malkiel. *Radio clients:* Tremont Theatre; Hi-Hat Barbecue; C. L. Richardson Co.; Hayward Wine & Liquor; Family Finance; R.K.O. Keith Memorial Theatre; R.K.O. Boston Theatre; Elcho Cigar Co.; Economy Grocery Stores; Epstein Drug; Great Northern Finance; Freilich Kabtzen, Paramount Baking (local).

MARSCHALK & PRATT, INC., 535 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-1525. *Executives:* Harry C. Marschalk, president and treasurer; Wilbur E. Johnson, vice-president; Samuel L. Meulendyke, vice-president; Sydney H. Giellerup, vice-president; Arthur R. Anderson, secretary; George A. Poetschke, recording secretary. *Radio director:* Curt Peterson. *Spot time buyer:* George L. Trimble. *Radio clients:* Standard Oil of New Jersey (spot); Larus & Bros. Co. (spot); National Lead Co. (spot); Crusaders National Organization (Mutual, spot). *Writers:* Burke Boyce; Winnifred Dunn; Sparks Stringer.

CHARLES A. MASON, David Stott Bldg., Detroit, Mich. *Phone:* Cherry 1945. *Executives:* Charles A. Mason, owner; Rockwood N. Bullard, account exec.; Stanley G. Boynton, account exec. *Radio director:* Stanley G. Boynton. *Spot time buyer:* R. N. Bullard. *Account executive:* Harold F. Pursell. *Radio clients:* E. B. Muller & Co. (spot); Beauty Counselors, Inc. (spot); Power Seal Co. of Detroit (spot); Sno-Flake Products Co. (spot); Auto City Brewing Co. (spot); Semet-Solvay Co. (spot); Koenig Coal & Supply Co. (spot); Specialties Distributing Co. (spot); Sea-Cut Cleaner Co. (spot); Dip, Inc. (spot); Ster-L-Way, Inc. (spot); Schmitz & Shroder (spot).

J. M. MATHES, INC., 122 East 42nd Street, New York, N. Y. *Phone:* Lexington 2-7450. *Executives:* J. M. Mathes, president; William Okie, vice-president; J. Ellington, vice-president; C. Landon, vice-president; F. Hodgeson, secretary-treasurer. *Radio director:* John S. Davidson. *Assistant radio director:* Wilfred King. *Spot time buyer:* Fletcher Turner. *Radio clients:* Ludens Cough Drops (NBC Red); Maltex Cereal Co. (CBS); Canada Dry Ginger Ale (spot); Eveready Dry Battery Co. (spot); New York State Milk Assn. (spot); Shick Safety Razor Co. (spot).

MAXON, INC., 2761 E. Jefferson Avenue, Detroit, Mich. *Phone:* Fitzroy 5710. *Executives:* Searle Hendee, vice-president; J. T. Franz, vice-president; G. R. McKiel, secretary; W. I. O'Neil, treasurer. *Branch offices:* 570 Lexington Avenue, New York; L. R. Maxon, president, chairman of the board. Nela Park, Cleveland; W. Ray Baker, vice-president. 180 N. Michigan Avenue, Chicago; J. L. Sholty, vice-president. *Radio director:* F. W. Overesch. *Spot time buyer:* P. C. Beatty. *Radio clients:* H. J. Heinz (CBS); General Electric (NBC Blue); Iodent (NBC Red); Berry Bros. (spot); Goebel Brewing (spot announcements). *Writers:* Elaine Sterne Carrington, Mabel Albertson, Delmar Edmonson. *Production:* Wilson-Powell-Hayward.

CHARLES H. MAYNE COMPANY, Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* Trinity 5579. *Executives:* Charles

H. Mayne, president; N. V. Mayne, vice-president; S. N. Austin, secretary-treasurer. *Radio director:* N. V. Mayne. *Spot time buyer:* Eugene P. Ramsay. *Other radio executives:* Logan Jones, Eugene J. Carman. *Radio clients:* Peerless American Canneries (spot transcriptions); Lyon Van & Storage (transcriptions); Keeno Packing Co. (spot); California Sanitary Canning (local, transcriptions and live); Kern Food Products (local); Lyon Furniture Sales (transcriptions); San Francisco Van Co. (spot announcements); Ground Gripper Shoe Store (spot announcements); Dr. Kahler Shoe Store (local). *Writers:* Eugene J. Carman, Raine Bennett, Al Gayle.

McCANN-ERICKSON, INC., 285 Madison Avenue, New York. *Phone:* Lexington 2-1700. *Executives:* H. K. McCann, president; Harrison Atwood, vice-president; H. L. Palmer, vice-president; John L. Anderson, secretary, treasurer. *Branch offices:* 910 S. Michigan Avenue, Chicago; Homer Havermale, vice-president, manager; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Building, Detroit; D. C. Hight, vice-president, manager. 625 National City Building, Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill Street, Los Angeles; August J. Bruhn, manager, radio director. 665 Skinner Building, Seattle; Burt Cochran, manager, radio director. 1308 Public Service Building, Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfort, Germany. *Supervisor of all radio activities, assistant to president:* Donald S. Shaw. *Program director:* Dorothy Barstow. *Spot time buyer:* Francis H. Conrad. *Radio clients:* National Biscuit Co. (NBC Blue, CBS, spot); Pacific Coast Borax (NBC Blue, spot); Regional Advertisers (NBC Red, spot); Standard Oil of California (NBC Pacific Red); Langendorf United Bakeries (NBC Pacific Red); Anglo-California National Bank of San Francisco (spot); Axton-Fisher Tobacco Co. (spot); Borden Dairy Delivery Co. (spot); City Ice & Fuel (spot); California Packing Corp. (spot); Consolidated Edison Co. (spot); Fannie Farmer Candy Shops (spot); Ford Motor Co. (spot); General Brewing Co. (spot); Gruen Watch (spot announcements, chain breaks, time signals); Laclede Gas Light Co. (spot); Northwestern Electric (spot); Pacific Power and Light (spot); Portland Gas & Coke (spot); Provident Loan Society of New York (spot); Standard Oil of Indiana (spot); Standard Oil of Nebraska (spot); Standard Oil of Cuba (spot); Standard Oil of Latin America (spot); West India Oil, Puerto Rico (spot); West India Oil, South America (spot); Standard Oil of Ohio (regional spot, spot announcements); California Walnut Growers Assn. (spot); Ford Dealers: Long Beach Branch (spot announcements, news, transcriptions); Richmond Branch (spot—transcriptions); Portland Branch (spot—transcriptions); Seattle Branch (spot announcements).

McCORD COMPANY, INC., 1225 First National-Soo Line Bldg., Minneapolis, Minn. *Phone:* Bridgeport 1225. *Executives:* R. D. McCord, president and treasurer; Louis Melamed, vice-president; M. E. Shulind, secretary. *Radio director:* Louis Melamed. *Spot time buyer:* W. T. Way. *Radio clients:* Theo. Hamm Brewing; McConnon & Co.; Domestic Products; Henry C. Garrott, Inc.; Coast-to-Coast Stores; Kindy Optical Co.; W. H. Barber Co.; United States Bedding; Hubbard Milling; Northern Pacific Railway; Vega Separator Corp. of America; A. J. Frank Co.; Chocolate Products; Minneapolis Gas Light Co.; Worch Cigar Co. (all spot).

McCORMICK COMPANY, 217 E. Seventh Avenue, Amarillo, Tex. *Phone:* 5333. *Executives:* James L. McCormick, owner-manager; John R. Forkner, director of advertising dept. *Radio director:* John R. Forkner. *Radio clients:* Borden Co.; Firestone Auto Supply & Service Store; American National Bank (local).

McJUNKIN ADVERTISING COMPANY, 228 N. LaSalle Street, Chicago, Ill. *Phone:* State 5060. *Executives:* William D. McJunkin, chairman, treasurer; Eric Scudder, president; L. B. Krick, vice-president; art director; Gordon Best, W. W. Garrison, Irving M. Tuteur, S. N. Becker, Harry V. Davis, vice-presidents; John T. Tattersfield, space buyer; Edward M. Tobias, production manager; Clayton Walters, copy department. *Radio director:* Frank R. Steel. *Spot time buyer:* Harriet Pistole. *Radio clients:* Princess Pat, Ltd. (NBC Blue, spot, local); Schlitz Brewing Co. (spot, local); H. Fendrich, cigars (spot, local); Curtiss Candy (spot); Seminole Flavor Co. (spot); Chicago-Roosevelt Steamship Lines (local); Coyne School (spot);

Morton Institute of America (spot); Chicago Motor Club (local).

PHILIP J. MEANY COMPANY, 816 West Fifth Street, Los Angeles, Calif. *Phone:* Michigan 3601. *Executives:* Philip J. Meany, owner. *Radio director:* None. *Radio clients:* Bireley's Inc. (local); Pierce Bros. (local). *Writers:* William Robson, J. Donald Wilson, Vera Oldham, Jerome Cady.

MERRILL ADVERTISING COMPANY, INC., 925 Chamber of Commerce Bldg., Cincinnati, O. *Phone:* Cherry 3006. *Executives:* Harry M. Hitchcock, president; J. P. Garvey, vice-president; Morris Levinson, treasurer; Martin H. Young, secretary. *Radio director and spot time buyer:* Harry M. Hitchcock. *Radio clients:* Lehn & Fink, Inc. (spot); Albers Super Markets (spot); A. Nash Co. (spot); Old Reliable Laboratories, Inc. (spot); Lavelle, Inc. (spot); McClintock-Field Co. (spot). *Production:* J. Ralph Corbett, Inc. (Lehn & Fink's Pebeco, Lavelle Eye Lotion). *Writers:* Jimmy Scribner (Lehn & Fink's Pebeco).

METROPOLITAN ADVERTISING COMPANY, 92 Liberty Street, New York, N. Y. *Phone:* Rector 2-0450. *Executive:* Peter J. McKenna, vice-president; A. C. Bray, vice-president. *Radio director and spot time buyer:* H. D. Adair. *Other radio executive personnel:* B. St. George. *Radio clients:* Greenwich Savings Bank (local); Modern Industrial Bank (local); Wanamaker School (local); National Democratic Committee (NBC Red, Blue, Pacific).

RAY MILLS ADVERTISING AGENCY, INC., 14 Lisbon Street, Lewiston, Me. *Phone:* Lewiston 3417. *Executives:* Ray Mills, president and treasurer; John Flaherty, new business manager; Radcliffe Mitchell, clerk. *Radio director and spot time buyer:* Ray Mills. *Other radio executives:* John Flaherty. *Radio clients:* Nissen Baking (local, regional); Lewiston Chamber of Commerce (local); B. Peck Co. (spot); Androscogging Fish & Game Assn. (spot). *Writers:* Arthur Kendall (Nissen Baking).

DAN B. MINER COMPANY, 250 Chamber of Commerce Bldg., Los Angeles, Calif. *Phone:* Prospect 2121. *Executives:* Dan B. Miner, president; John C. Morse, vice-president; L. L. Johnston, vice-president; Isabel Moses Greer, vice-president. *Radio director:* Clyde Scott. *Radio clients:* Forest Lawn Memorial Park (spot); Los Angeles Electric Range Dealers and Haas-Baruch Co., co-sponsors (spot); Western Auto Supply Co. (spot). *Writers:* Edward Lynn and Wendell Hatch (Forest Lawn Memorial Park); Caroll O'Mera (L. A. Electric Range Dealers-Haas-Baruch Co.); Clyde Scott (Western Auto Supply Co.). *Production:* Clyde Scott.

MITCHELL-FAUST ADVERTISING COMPANY, 230 N. Michigan Avenue, Chicago, Ill. *Phone:* State 6610. *Executives:* Paul E. Faust, president; Paul Holman Faust, L. H. Copeland, and C. M. Joice, vice-presidents; Lyman L. Weld, treasurer; R. A. L. Herweg, secretary. *Radio director:* Paul Holman Faust. *Spot time buyer:* C. J. Turner. *Other radio executives:* Martha Crane, Helen Joyce. *Radio clients:* Various national and regional spot advertisers including, Campbell Cereal (Malt-O-Meal); Dean's Milk Co.; Gebhardt Chili Con Carne; Reliance Mfg. Co. (Big Yank Work Shirts, underwear).

MONTROSE ROSENBERG COMPANY, 8 West 40th Street, New York, N. Y. *Phone:* Bryant 9-6345. *Executives:* J. Julius Rosenberg, principal. *Radio director:* J. J. Rosenberg. *Radio clients:* Natural Bloom Cigars; Lords Fashion Shop; Irving Savings Bank (all local).

RAYMOND R. MORGAN COMPANY, 6362 Hollywood Blvd., Hollywood, Calif. *Phone:* Hempstead 4194. *Executives:* Raymond R. Morgan, president; Ernest Hix, vice-president; R. E. Messer, secretary-treasurer. *Radio director:* Cyril Armbrister. *Spot time buyer:* R. E. Messer. *Assistant radio directors:* Richard Weil; James McCleary. *Publicity director:* Frank B. Howe. *Continuity editor:* Vera Oldham. *Music director:* Felix Mills. *Radio clients:* Folger Coffee Co. (CBS, Don Lee, spot); White King Soap Co. (CBS, Don Lee, spot); Gilmore Oil Co. (CBS, NBC Red Don Lee, spot); ExLax, Inc. (spot); General Foods (spot). *Writers:* Katherine Turney; Vera Oldham; Richard Weil; James McCleary; Cherry Wilson; Harry Balkin; Hector Chevigny; Commander Noville; Emerson Tracy. *Production:* Handled by agency.

MORSE INTERNATIONAL INC., 122 East 42nd Street, New York, N. Y. *Phone:* Caledonia 5-8141. *Executives:* Roy Head, president; C. J. Balliett, vice-president; E. H. Gardner, vice-president; J. Van MacNair, secretary-treasurer. *Radio director:* J. L. Rawlinson. *Radio clients:* Vick Chemical Co. (CBS, spot).

MOSER & COTINS, INC., 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-7187. *Executives:* T. E. Moser, president; A. S. Cotins, vice-president, treasurer. *Branch offices:* 10 Hopper

Street, Utica, N. Y. *Radio director:* None. *Spot time buyer:* C. Veronica Welch. *Radio clients:* G. W. Van Slyke & Horton (spot).

FARAON JAY MOSS & ASSOCIATES, 306 Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* TR 5584. *Executives:* Faraon Jay Moss, president. *Radio director:* Paul Schwankl. *Spot time buyer:* C. Church More. *Radio clients:* F. Arnold Young (spot); Dr. Wm. S. Casselberry (local); Cedar Pines Park; Christ Institute, Inc.; Sel-Realization Fellowship.

NEFF-ROGOW, INC., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-4231. *Executives:* Walter J. Neff, president; William Rogow, vice-president. *Radio director:* Walter J. Neff. *Spot time buyer:* William Rogow. *Production:* Lois Henry. *Continuity:* Jean Leonard. *Personnel director:* Antoinette Mannina. *Radio clients:* Drezma, Inc.; F. Lowenfels & Sons; Loft, Inc.; Fischer Baking Co.; McCoy's Products, Inc.; Eastern Nu Enamel Co.; N. Y. Evening Post; Physical Culture Shoe Co. (all spot). In collaboration with Albert Frank-Guenther Law, handle: Personal Finance Co. (CBS, spot); Joseph Martinson, Inc. (spot). *Writers:* M. H. H. Joachim, Stanley Whitman. *Production:* Donald Peterson, M. H. H. Joachim.

NEISSER-MEYERHOFF, INC., 400 North Michigan Avenue, Chicago, Ill. *Phone:* Delaware 7860. *Executives:* A. E. Meyerhoff, president; R. J. Kornhauser, vice-president; W. R. Neisser, secretary-treasurer; L. F. Schenkenberg, production manager; Frank B. Avery, space buyer. *Branch offices:* 610 S. Main Street, Los Angeles; 759 N. Milwaukee Street, Milwaukee. *Radio director:* No special person listed. *Radio clients:* William Wrigley, Jr. Co., chewing gum (CBS); others, including various national and regional spot advertisers.

NEWELL-EMMETT COMPANY, INC., 40 East 34th Street, New York, N. Y. *Phone:* Ashland 4-4900. *Executives:* C. D. Newell, president; C. S. Walsh, Lucius D. Mahon, William Reydel, vice-presidents; Richard L. Strobridge, secretary; Fred H. Walsh, treasurer. *Radio executives:* William Reydel, Karl Knipe, Donald Langan, Newman McEvoy. *Radio clients:* Liggett & Myers Tobacco Co. (CBS), Loose-Wiles Biscuit Co. (NBC Red), Bigelow-Sanford Carpet Co. (Mutual).

VAN C. NEWKIRK COMPANY, 5225 Wilshire Blvd., Los Angeles, Calif. *Phone:* Whitney 6161. *Executives:* Van C. Newkirk, owner. *Radio director:* Van C. Newkirk. *Continuity:* Allan M. Wilson. *Music director:* Mona Content. *Production:* Lee Cooley. *Radio clients:* B. T. Corp.; Metropolitan Federated Church; Strasburgs of Hollywood; Swingtime Studios; Superbo Mfg. Co.; Andrews & Yates (all spot); Haven of Rest, Inc. (regional).

NORTHWEST RADIO ADVERTISING COMPANY, INC., 802 American Bank Bldg., Seattle, Wash. *Phone:* MA 9282. *Executives:* Edwin A. Kraft, president, general manager; F. L. Thornhill, secretary; W. Paul, account executive. *Radio director:* Edwin A. Kraft. *Radio clients:* Gardner Nursery Co. (spot campaigns); Geppert Studios; Compagnie Parisienne, Inc.

EARL C. NOYES ADVERTISING AGENCY, Rutland, Vt. *Phone:* 56. *Executives:* Earl C. Noyes, owner; C. E. Emmke, treasurer. *Radio director:* Al Taylor. *Other radio executives:* George Tousignant. *Radio clients:* Beacon Laboratories; End-O-Corn; Seyon Products; Horton Hospitals; Braislaine, Inc. (all spot).

OHIO ADVERTISING AGENCY, 1740 East 12th Street, Cleveland, O. *Phone:* Prospect 7177. *Executives:* Samuel L. Abrams, president; Dave Immerman, vice-president; Saul E. Roth, secretary-treasurer. *Radio director:* Gerald Davidson. *Spot time buyer:* Dave Immerman. *Radio clients:* Weinberger Drug Co. (spot); M & N Cigar Co. (spot); H. Blonder Co. (spot); Ret Products Co. (spot); Wilcox College (spot); American Vineyards Corp. (spot); Chin's Chow Mein, Inc. (spot).

P. F. O'KEEFE ADVERTISING AGENCY, INC., 45 Bromfield Street, Boston, Mass. *Phone:* Liberty 1700. *Executives:* A. J. O'Keefe, president; A. F. Wholley, clerk; W. C. Sampson, treasurer. *Radio director:* W. C. Sampson. *Radio clients:* Political accounts only.

PACIFIC ADVERTISING STAFF, 414 Thirteenth Street, Oakland, Calif. *Phone:* TE 2885. *Executives:* Eric F. Dandy, manager; Helen Augsburg, account executive. *Radio director:* None. *Radio clients:* Minra, Inc. (spot).

PARIS & PEART, 370 Lexington Avenue, New York, N. Y. *Phone:* Caledonia 5-9840. *Executives:* A. G. Peart and J. H. Rehm, partners. *Branch offices:* 428 New Center Bldg., Chicago. *Radio director and spot time buyer:* E. J. Cogan. *Radio clients:* Great Atlantic & Pacific Tea Co. (CBS, spot).

PECK ADVERTISING AGENCY, 444 Madison Avenue, New York, N. Y.

Phone: Plaza 3-0900. *Executives:* Harry Peck, chairman of the board; A. H. Messing, president; Harry Krawitz, secretary, treasurer, general manager; Walter Schwartz, executive vice-president, production. *Radio director:* Arthur Sinsheimer. *Foreign spot time buyer:* Alvin Moss. *Other executive radio personnel:* Ralph Henry; Irving Schendler; Martin Lieberman; Monty Casalona. *Radio clients:* Beverwyck Breweries (split NBC Red); Manhattan Soap (NBC Red, CBS, local); Phillips-Jones Corp. (NBC Blue); Tastyeast, Inc. (NBC Blue); Roxy Clothes (spot); I. J. Fox (regional); Garcia Grande Cigars; Long Island Outfitting Co.; Wise Shoes; Olde Tyme Distillers; Fairfax Tobacco Co.; S. Grover Graham Co.; Hammondsport Wineries; Glyco Thymoline (all spot announcements).

PEDLAR & RYAN, INC., 250 Park Avenue, New York, N. Y. *Phone:* Eldorado 5-7700. *Executives:* Thomas L. L. Ryan, president; Laurence Shenfield, vice-president; Frank Daugherty, vice-president; Arthur Cobb, Jr., treasurer. *Radio director:* Gregory Williamson. *Spot time buyer:* Max Hacker. *Other radio executives:* John Archer Carter, John Wiggin. *Radio clients:* Procter & Gamble (NBC Red and Blue, spot); Borden's Mel O Rol (local); B.V.D. Corp. (spot announcements); Bristol-Myers' Vitalis (WLW hookup). *Writers:* Elaine Sterne Carrington (P & G); Edward Ettinger (Mel O Rol). *Production:* John Wiggin.

EDWIN M. PHILLIPS & COMPANY, 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-5590. *Radio director:* Edwin M. Phillips. *Radio clients:* State Laundries; Producers Distributing Agency; Decorative Cabinet Corp. (all spot).

HAROLD W. PICKERING, ADVERTISING, 310 Templeton Bldg., Salt Lake City, Utah. *Phone:* Wasatch 2658. *Executives:* Harold W. Pickering, owner; L. H. Malzahn, secretary. *Radio clients:* Saltair Beach Co. (spot); Utah State Fair (spot); Bennett Glass & Paint Co. (spot); Boyd Park, Inc. (spot).

POTTS-TURNBULL COMPANY, Carbide & Carbon Bldg., Kansas City, Mo. *Phone:* Victor 9400. *Executives:* W. J. Krebs, president; D. E. Dexter, vice-president and production manager; A. B. Russell, vice-president; C. R. Lawson, vice-president; C. F. MaGill, secretary; E. T. Chester, treasurer; Ewing Rankin, art director; N. P. Rowe, W. B. Stone, F. J. Lauderdale, account executives; B. G. Wasser, space buyer. *Radio director:* None specified. *Radio clients:* Coleman Lamp & Stove Co.; Derby Oil Co.; Binkley Coal Co.; Dempster Mill Mfg. Co.; Goetz Sales Co.; Gooch Milling & Elevator Co.; H. P. Lau Co.; Neuer Bros.; Refinoil Mfg. Corp.; Standard Briquette Co.; Sovereign Service (all spot).

PRESBA, FELLERS & PRESBA, 360 N. Michigan Avenue, Chicago Ill. *Phone:* Central 7683. *Executives:* Bert S. Presba, president and treasurer; E. A. Fellers, vice-president; Will B. Presba, secretary. *Radio director and spot time buyer:* E. A. Fellers. *Radio clients:* American Poultry Journal; Beautiful Lady, Inc.; Child Life Magazine; Haltom's; Household Magazine; Hyral Distributing Co.; Meadow Oaks; Roberts & Oake; Carl Shamburger Nursery; Synal Laboratories, Inc.; United Factories (all spot); Flex-O-Glass Mfg. Co. (spot); Mantle Lamp Co. (spot, Mutual); Olson Rug Co. (spot, Mutual).

L. W. RAMSEY COMPANY, Union Bank Bldg., Davenport, Ia. *Phone:* Davenport 3-1889. *Executives:* L. W. Ramsey, president; F. L. Eason, vice-president; E. G. Naeckel, secretary. *Branch offices:* 230 N. Michigan Ave., Chicago. *Radio director:* E. G. Naeckel. *Spot time buyers:* E. G. Naeckel, L. W. Ramsey. *Radio clients:* F. W. Fitch (NBC Red); Blackhawk Hotels (local); Gordon Van Tine (local); Loyal Order of Moose (transcriptions). *Production:* Bucky Harris, Maurice Wetzel.

RAWSON-MORRILL, INC., Commercial Exchange Bldg., Atlanta Ga. *Phone:* WA 3594. *Executives:* Charles A. Rawson, president; M. P. Morrill, vice-president and treasurer; H. L. Morrill, Jr., vice-president and secretary; Embert Lusink, vice-president. *Radio director:* H. L. Morrill, Jr. *Spot time buyer:* Frank Bell. *Other radio executives:* Luelle Mitchell. *Radio clients:* Seiberling Tire; Southern Gold Medal Flour; Atlanta Baking; Willingham Tift Lumber; Atlantic Beer; Crazy Crystals; Mentho Mulsion; Ernest G. Beaudry, Ford Dealer; Atlanta Ice Dealers; Briarcliff Properties; Wheaties (all spot).

CHARLES DALLAS REACH CO., 58 Park Place, Newark, N. J. *Phone:* Market 3-5100. *Executives:* Charles Dallas Reach, president; Howard E. Sands, vice-president; E. M. Reach, treasurer; Edward C. Stover, Jr., director of marketing. *Radio director:* Charles Dallas Reach. *Spot time buyer:* Richard N. Gulick. *Radio clients:* Admiracion Laboratories, Inc. (Mutual).

EMIL REINHARDT, 324 Thirteenth Street, Oakland, Calif. *Phone:* Templebar 2408.

Executives: Emil Reinhardt, owner. *Radio director:* Robert Baumgaertner. *Spot time buyer:* Mildred McMahon. *Other radio executives:* David Lane. *Radio clients:* Standard Beverage, Ltd. (spot); Parisian Baking Co. (spot); Kilpatrick's Bakery (spot); Apex Rotarex (Don Lee, Mutual).

FRED A. ROBBINS COMPANY, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* State 6273. *Executives:* Fred A. Robbins, owner; Ralph N. Cushing, account executive. *Radio director and spot time buyer:* Ralph N. Cushing. *Radio clients:* Bunte Brothers (regional, spot announcements). *Writers:* WXYZ staff (Bunte).

ROCHE, WILLIAMS & CUNNYNGHAM, INC., 310 S. Michigan Avenue, Chicago, Ill. Phone: Harrison 8490. *Executives:* John P. Roche, president; Lloyd Maxwell, first vice-president; Guy C. Pierce, executive vice-president; Stewart Weston, James M. Cleary, vice-president; Miner F. Williamson, assistant treasurer, secretary; Daniel J. Kelly, treasurer; William A. Savin, George S. Lyman, art directors; R. H. Stracke, production manager; Ben F. Abeling, Frank Hakewill, space buyers; F. E. Duggan, account executive. *Branch offices:* 1500 Chestnut Street, Philadelphia, Guy C. Pierce executive vice-president; Edith Ellsworth, space buyer, 610 Carpenter Bldg., Milwaukee; Edwin B. Self, manager. *Radio director:* No special person listed. *Radio clients:* Sun Oil Co. (NBC Blue); Studebaker Corp. (NBC Blue); Cudahy Packing Co.-Old Dutch Cleanser (CBS); others, including various national and regional spot advertisers.

ROGERS, GANO & GIBBONS, INC., National Bank of Tulsa Bldg., Tulsa, Okla. *Executives:* R. C. Gano, president; J. Burr Gibbons, vice-president; J. C. Bachrodt, secretary. *Branch offices:* Chicago; J. C. Bachrodt, manager. *Radio director:* J. Burr Gibbons. *Radio clients:* S.O.S. Hair Tonic; Rose Hill Mausoleum: Banfield Bros. Packing Co. (all local).

ROHRABAUGH & GIBSON ADVERTISING AGENCY, Lincoln-Liberty Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 0567. *Executives:* C. M. Rohrabaugh, J. C. Gibson, partners; E. F. Adams, art director. *Radio client:* Wheatena Corp. (CBS).

ROSE-MARTIN, INC., 21 West 46th Street, New York, N. Y. *Phone:* Bryant 9-4621. *Executives:* Irl W. Rose, president; John B. Martin, vice-president. *Radio director and spot time buyer:* Alvin H. Kaplan. *Associate radio directors:* Mollie Pomerlian, Sidney Bruck. *Radio clients:* S. Gumpert & Co. (spot); Richle Associates, Inc. (spot). *Writers:* Georgia Backus (S. Gumpert & Co.).

ROSS-GOULD COMPANY, Tenth and Olive Streets, St. Louis, Mo. *Phone:* Central 1646. *Executives:* Herbert O. Ross, president; Walter K. Eckles, vice-president and treasurer; Harry Meyer, vice-president; Herbert M. Ross, treasurer. *Radio director:* None. *Radio clients:* Absorene Mfg. Co. (spot announcements).

RUTHRAUFF & RYAN, INC., 405 Lexington Avenue, New York. *Phone:* Vanderbilt 3-6400. *Executive:* F. B. Ryan, president; W. B. Ruthrauff, vice-president, treasurer; C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, M. P. Kirk, F. B. Ryan, Jr., vice-presidents; R. Van Buren, secretary, assistant treasurer. *Branch offices:* Chicago: P. E. Watson, W. P. Littell, vice-presidents, Detroit: Ellis Travers, manager. St. Louis: O. A. Zahner, manager, Los Angeles: W. E. Betts, manager; E. B. Ruffner, radio director (for Pacific Coast), San Francisco: C. Perrine, manager. Lageland, Fla.: A. S. Whidden, manager. Seattle: Frederick Duerr, manager. *Radio director:* Myron P. Kirk. *Spot time buyers:* Elizabeth Black, Charles Ayres. *Department manager:* Heagan Bayles. *Production:* G. B. Larson, N. Tufts, Clark Andrews, E. Ettinger. *Director daytime programs:* Charles Christoph. *Director commercial writing:* Ruth Borden. *Commercial writers:* Regina Morgan, Ann Brae. *Radio clients:* Rinso (CBS, spot); Lifebuoy (CBS, spot); Spry (CBS, spot); Gillette Safety Razor (CBS); Cocomalt (CBS); Chrysler Corp. (CBS); Macfadden Publications (Mutual, spot); Holland Furnace (Mutual); Dodge Motor Car Co. (transcriptions—spot); Penn Tobacco (spot); Florida Citrus Commission (transcriptions—spot); Blue Coal (transcriptions—spot); Bauer & Black (transcriptions—spot); Franco-American Spaghetti (spot); Noxzema (spot); Ironized Yeast (transcriptions—spot); Goodrich Tires (spot); Corzon Corp. (spot); Dodge Dealers Assn. (spot); Eye-Gene (spot); Fawcett Publishing Co. (spot); Fendrich Cigars (spot); General Household (spot); Hyde Park Brewing (spot); Tums (spot); National Bellas Hess (spot); Oshkosh Overalls (spot). Chicago office—*Radio director:* Ross Metzger. *Radio production:* A. K. Bucholz. *Director of radio commercial writing:* Catherine Haynie. *Radio account executive:* Dale M. Perrill. *Radio writers:* Warren Johnson, Neil O'Brien, Baker Ostrin, Arthur Trask, Alice Veit.

ROBERT ST. CLAIR COMPANY, INC., Second National Bank Bldg., Wilkes-Barre, Pa. *Phone:* Wilkes-Barre 4-1178. *Executives:* Robert S. Conahay, Jr., president and treasurer; Hubert F. Johnson, vice-president; Arthur R. Griswold, vice-president; Charles F. Brandt, vice-president; H. A. MacQueen, secretary. *Radio director and spot time buyer:* Hubert F. Johnson. *Radio clients:* Payne Coal Co.; Consolidated Terminal Corp. (co-sponsors; spot).

SCHEEL ADVERTISING AGENCY, Newman Stern Bldg., Cleveland, O. *Phone:* CH 2644. *Executives:* C. W. Scheel, president; R. R. Scheel, secretary-treasurer. *Radio director:* Frey Fry. *Spot time buyer:* C. W. Scheel. *Program development:* Russell Sage. *Radio clients:* Halbot Co. (spot); Cheney Chemical Co. (spot); Triangle Shoe Co. (spot); K. B. Co. (spot); American Vineyard Corp. (spot); Bartunek Brothers; Theurer-Norton Provision Co.; Movieland Fur Studios.

SCOTT - TELANDER, 312 E. Wisconsin Avenue, Milwaukee, Wis. *Phone:* Daly 1080. *Executives:* N. L. Telander, president and treasurer; Harry H. Scott, vice-president and secretary. *Radio director:* No special person. Agency belongs to Continental Agency Network, with members of Chicago, Los Angeles, Milwaukee, New York, Philadelphia, Pittsburgh, Providence, Rochester, San Francisco, Seattle, St. Louis. *Radio clients:* Wadhams Oil Co., Milwaukee Div., Socony-Vacuum (All-Wisconsin network, spot); Milwaukee-Western Fuel Co. (spot); First Wisconsin National Bank (spot). *Writers:* Marvin Lemkuhl, Joe Rummler.

SELVIAIR BROADCASTING SYSTEM, INC., 75 E. Wacker Drive, Chicago, Ill. *Phone:* Randolph 8877. *Executives:* Arthur A. Kohn, president; Irving Rocklin, secretary-treasurer. *Radio director and spot time buyer:* Kenyon Linn. *Other radio executives:* Walter Zivi, M. Robert Jacobs. *Radio clients:* Sure Laboratories; Clean Home Products; Kling Bros. Co. (all national spot). Also various local accounts. *Writers:* Kenyon Linn, Myrna Deutsch, Art Cook, L. L. Davis. *Production:* Arthur A. Kohn, Irving Rocklin, Kenyon Linn, Walter Zivi.

SIMMONDS & SIMMONDS, INC., 201 N. Wells Street, Chicago, Ill. *Phone:* Central 1166. *Executives:* F. M. Simmonds, Jr., president; A. B. Wilder, vice-president; C. O. Brewer, secretary-treasurer. *Radio director and spot time buyer:* C. O. Brewer. *Time buyer:* A. B. Wilder. *Radio Clients:* Radio & Television Institute (spot); Economy Portable Housing Co. (spot).

SIMONS-MICHELSON COMPANY, 1207 Washington Boulevard Bldg., Detroit, Mich. *Phone:* CH 3000. *Executives:* Leonard Simons, president; Larry Michelson, vice-president, treasurer; Leon Wayburn, general manager; Arthur Copeland, art director; Seymour Kyte, space buyer. *Branch offices:* Chicago; Mr. Spiegel, manager. *Radio director and spot time buyer:* Ivan Frankel. *Other radio executives:* Glenn Kyker, Genivie Wehner. *Radio clients:* Detroit Racing Assn. (Michigan Radio Network, spot); Detroit White Lead Works; R. G. Dun Cigars; General Mills; Schmidt Brewing (all spot). *Production:* Handled by agency.

STACK-GOBLE ADVERTISING AGENCY, 8 S. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 0160. *Executives:* E. R. Goble, president, treasurer; H. L. Hulsebus, vice-president; E. A. Goble, secretary; F. M. Reed, space buyer; Jules C. Gerding, art director; J. M. Willem, sales and market research; M. E. Greenamyer, traffic department. *Branch offices:* 400 Madison Avenue, New York, Richard A. Porter, vice-president, general manager, radio director; 1397 Jefferson Street, E., Detroit, Cliff Knoble, vice-president. *Radio director:* Bess N. Johnson. *Radio clients:* Cummer Products-Molle Shaving Cream (NBC Red and Pacific Coast Red); Packer Tar Soap, Inc. (NBC Red); Swift & Co., Sunbrite Cleanser (CBS); others, including various national and regional spot advertisers.

STERLING ADVERTISING AGENCY, 70 West 40th Street, New York, N. Y. *Phone:* Longacre 5-4614. *Executives:* Saul M. Brown, chairman of the board; Joseph S. Edelman, president; William Forray, secretary; Herbert Goldsmith, treasurer. *Radio director and spot time buyer:* Leon A. Friedman. *Assistant:* Nathan Berlin. *Radio clients:* Julius Grossman Shoes (local). *Writing and Production:* Handled by agency.

LOU STERLING & ASSOCIATES, 12024 Addison Street, North Hollywood, Calif. *Phone:* North Hollywood 2877. *Executives:* Lou Sterling, Lou Sterling, Jr. *Radio director and spot time buyer:* Lou Sterling. *Radio clients:* O. M. Tablet Co. (NBC Pacific Blue, spot); St. George Winery (spot); Rome Chemical Co. (spot). *Writing and Production:* Handled by agency.

FRED D. STEVENS ADVERTISING AGENCY, 14 Devereux Street, Utica,

N. Y. *Phone:* 4-9339. *Executives:* Fred D. Stevens, W. D. Stevens. *Radio director:* None. *Radio clients:* Wicks & Greenman (spot).

STEVENSON & SCOTT, LTD., 1620 University Tower Bldg., Montreal, Can. *Phone:* HA 4131. *Executives:* F. E. Scott, president; H. E. Smith, vice-president; Miss M. L. Young, secretary. *Radio director and spot time buyer:* H. E. Smith. *Announcer:* T. Archer. *Radio clients:* Dawes Brewery (spot); Habacure (spot, Canada); Boswell Brewery (spot, Quebec). *Writers:* Robert Choquette, Ted Archer. *Production:* United Radio Services.

STEWART, HANFORD & FROHMAN, INC., 11 James Street, Rochester, N. Y. *Phone:* Stone 1453. *Executives:* A. T. Stewart, president; R. M. Cole, vice-president; Jack Knabb, vice-president; S. H. Hanford, treasurer; L. A. Casler, secretary. *Branch offices:* 509 Fifth Avenue, New York; O. G. Carpenter in charge. *Radio director:* Elmer M. Kern. *Radio clients:* Rochester Telephone Corp. (local); Paine Drug Co. (local); Albany Packing Co. (spot); Rochester Packing Co., Inc. (spot); Snider Packing Corp. (Yankee, spot).

STOCKWELL & MARCUSE, 1824 National Bank Bldg., Detroit, Mich. *Phone:* Cadillac 4484. *Executives:* William H. Stockwell and Philip R. Marcuse, partners. *Radio director and spot time buyer:* William H. Stockwell. *Radio clients:* S. C. Hadley, real estate; Michigan Memorial Park; Michigan Insulation; Terminal Sales; Acme Pie Co.; Star Carpet Cleaning; Engelman Gardens Assn.; Crow Dairy (all local); Rollins Co. (regional); Perfect Cleaners & Dyers (regional); Automobile Club of Michigan (regional).

STRANG & PROSSER, Smith Tower, Seattle, Wash. *Phone:* Eliot 1322. *Executives:* William T. Prosser, manager; F. C. Doig, ass't manager; J. R. Lunke, radio manager; Wade Thompson, radio production manager; R. H. Burke, manager general production dept.; K. S. Wilson, secretary; George Hager, manager art dept. *Radio director:* J. R. Lunke. *Production manager:* Wade Thompson. *Radio clients:* Puget Sound Power & Light Co. (regional, spot announcements); Chicago Engineering Works (regional, Don Lee); Schwabacker Bros. (local); Northern Pacific Railroad (spot announcements); Seattle Milk Shippers Assn. (local); Seattle Laundry & Dry Cleaning Assn. (spot announcements); General Insurance Co. (spot announcements); North Coast Bus Lines (spot announcements). *Writing and production:* Wade Thompson (all accounts).

CHARLES R. STUART, 625 Market Street, San Francisco, Calif. *Phone:* DO 2438. *Executives:* Charles R. Stuart, president; Georgia Friedmann, secretary. *Branch offices:* Park Central Bldg., Los Angeles; Charles Levitt, manager. *Radio director:* Charles P. Johnson. *Radio clients:* Bank of America (NBC Pacific Red and Blue, spot); Occidental Life Insurance (NBC Pacific Red); Sutliff Tobacco (local); Peninsula Stores (local). *Writers:* John Nesbitt, Van Fleming, Samuel B. Dickson, Gene Sullivan, Bess Bye.

THOMPSON ADVERTISING AGENCY, 324-26 W. Federal Street, Youngstown, O. *Phone:* 66159. *Executives:* Ray M. Thompson, president; Albert L. Parella, art director; Sara M. Spinks, space buyer. *Radio director:* Ray M. Thompson. *Radio clients:* Kellogg Petroleum Products (spot); Liberty Baking Corp. (spot).

J. WALTER THOMPSON, 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-7700. *Executives:* Stanley Resor, president; Lloyd W. Baille, R. Lynn Baker, Milton J. Blair, William L. Day, Henry C. Flower, Howard Henderson, Walter R. Hine, Kennett W. Hinks, Gilbert Kinney, Marvin S. Knight, Willard F. Lockridge, Samuel W. Meeks, Jr., William G. Palmer, William Resor, S. Hunter Richey, Rae H. Smith, Henry T. Stanton, Henry M. Stevens, M. V. Wieland, James D. Woolf, James W. Young, A. Thayer Jaccaci, Elwood Whitney, William C. McKeehan, Jr., Clement H. Watson, John U. Reber, vice-presidents; Howard Kohl, secretary; Earle Clark, treasurer, assistant secretary; A. V. Pollock, assistant treasurer. *Branch offices:* 410 N. Michigan Avenue, Chicago; Henry T. Stanton, vice-president, western manager. Shell Building, San Francisco: Arthur C. Farlow, vice-president, Pacific Coast manager. Edison Building, Los Angeles: T. Russell Paulson, manager. 1221 Locust St., St. Louis: Fred Fidler, manager. 2021 Exchange Building, Seattle: Norton W. Mogge, manager. *Radio director:* John U. Reber. *Spot time buyer:* Linnea Nelson. *Radio clients:* Lever Bros-Lux Toilet Soap (CBS); Nash-Kelvinator Corp.-Nash Motors Division (CBS); Elgin National Watch Co. (CBS); Sealtest System Laboratories, Inc.—milk and ice cream (NBC Red); Scott Paper Co. (NBC Pacific Coast Red); Kraft-Phenix Cheese Corp. (NBC Red); Lamont Corliss & Co.—Ponds

cream and face powder (NBC Blue); Shell Eastern Petroleum Products, Inc. (NBC Red); Standard Brands—Tenderleaf Tea (NBC Red), Fleischmann Yeast for Bread (NBC Blue), Fleischmann Yeast for Health (NBC Red), Royal Gelatin (NBC Red), Chase & Sanborn Coffee (NBC Red), others, including various national and regional spot advertisers.

NORMAN W. TOLLE AND ASSOCIATES, 631 Third Avenue, San Diego, Calif. *Phone:* Franklin 6606. *Executives:* Norman W. Tolle, owner and manager; Muriel M. Tolle, secretary; G. Brown Bradshaw, production director. "Branch offices" in 16 other cities through affiliation with Allied Service Agencies Network. *Radio director and spot time buyer:* Norman W. Tolle. *Radio clients:* Cramer's Bakery, Ltd. (spot); Hage's, Ltd. (spot announcements); Honold's Exclusive Imports (spot); San Diego Ice & Cold Storage Co. (spot announcements). *Writing and production:* S. W. Fuller, David R. Young.

TOMASCHKE-ELLIOTT, INC., 1624 Franklin Street, Oakland, Calif. *Phone:* Glencourt 4941. *Executives:* Frederick L. Tomaschke, president; Wallace F. Elliott, vice-president; William M. Maxfield, secretary. *Radio director and spot time buyer:* Wallace F. Elliott. *Account executive:* Earl V. Weller. *Radio clients:* Cardinet Candy Co. (NBC Pacific Red, spot); Pacific Guano Co. (NBC Pacific Red); Gordon-Allen, Ltd. (spot announcements); Hoyt Heater Co. (spot announcements); Glikbarg Motor Co. (spot announcements and transcriptions). *Writers:* J. A. McDonald ("Garden Guide," Pacific Guano Co.); Hal Burdick (all other shows listed above). *Production:* Transcriptions handled by agency.

TRACY-LOCKE-DAWSON, INC., 22 East 40th Street, New York, N. Y. *Phone:* Ashland 4-1690. *Executives:* Shelley Tracy, president; Raymond P. Locke, vice-president, treasurer; Joe M. Dawson, vice-president; V. M. Wallace, vice-president; C. B. Wakely, secretary; H. H. Robins, assistant treasurer. *Branch offices:* Dallas, Texas; Raymond P. Locke, vice-president; Jimmie J. Jefferies, radio director; Monty Mann, spot time buyer. *Radio director:* Donald Cornell. *Spot time buyer:* Harold Hendrick. *Radio clients:* Imperial Sugar (Texas Quality Network, spot); Conoco; Gebhardt Chili; Borden Companies of Texas; Postex Cotton Mills; A. Harris & Co.; Texas Centennial; Central Exposition; Mrs. Baird's Bakery; Greater Texas & Pan-American Exposition (all spot). *Writers:* Carveth Wells (Conoco); Raymond P. Locke, Jimmie Jefferies, Glenn Addington, Allen Duckworth, Ishmael Grant (Dr. Pepper); Vera Eikel, C. B. Wakely, Donald Cornell, Philip Lohman (various Dallas accounts). *Production:* WFAA staff.

UNITED RADIO SERVICE OF AMERICA, 1434 St. Catherine West, Montreal, Canada. *Phone:* Plateau 1788. *Executives:* H. R. Vineberg, president; S. Vineberg, vice-president. *Branch offices:* Associated with Conquest Alliance Company, Inc. *Radio director:* None, as agency handles radio exclusively. *Radio clients:* Bell Telephone of Canada; Chatelaine Hosiery; Wampole's Extract of Cod Liver; Black Horse Ale; Canada Starch; Dupuis Freres; Pertussin Cough Syrup; Keen's Mustard; Atkinson's Perfume; South African Wine; Rolls Razors; Tintex; Musterole; Nu-Enamel Paint; Di-So-Ma; General Motors of Canada; Toronto Star; Oat-Puffs; Arch-Aid Shoe; Quaker State Oil; Veedol Motor Oil; Loew's Theatre; T. Eaton Co.; Hudson Terraplane; Chevrolet Motor Sales of Montreal, Ltd.; 2 in 1 Shoe Polish (all spot); Leonard Registered Shoe Stores (Canadian Network).

VANDERBIE & RUBENS, INC., 540 N. Michigan Avenue, Chicago, Ill. *Phone:* Superior 8436. *Executives:* H. S. Vanderbie, president and treasurer. Walter L. Rubens, vice-president and secretary. *Radio director:* Both principals handle radio. *Radio clients:* Murine Co. (Mutual, spot); Nacor Medicine Co. (spot); Sunsol Products (spot); Hamlin's Wizard Oil Co. (spot). *Production:* Handled by agency.

VICKERS & BENSON, LTD., Keefer Bldg., Montreal, Can. *Phone:* PL 5051. *Executives:* R. H. Vickers, president; D. F. Benson, vice-president; C. M. Mutch, R. R. Delong, R. C. Gaisford, directors. *Branch offices:* 217 Bay St., Toronto; D. F. Benson, vice-president; C. M. Mutch, manager; Bruce W. Young, radio director and spot time buyer. *Radio director:* H. George Gonthier. *Radio clients:* Canada Starch (regional, spot, transcriptions); National Optical (regional); Frontenac Breweries (regional); Imperial Optical (transcriptions); Blue Coal (local); Dodd's Medicine Co. (spot); Ledue Drug Stores (local). *Writers:* Frank M. Harris, Eddy Baudry, Charles Marshall.

VOX COMPANY OF ADVERTISING, INC., 22 West 48th St., New York, N. Y. *Phone:* Bryant 9-9729. *Executives:* Jack

Rauch, president; Egon Hood, art director; Henry Brenner, production manager. *Radio director and spot time buyer:* Fred A. Kugel. *Radio clients:* Ballard's Golden Oil (spot); Bonat & Bonat (spot); Federal Pharmacal Co. (spot). *Production:* Handled by agency.

LOUIS E. WADE, INC., 312 Utility Bldg., Fort Wayne, Ind. *Phone:* Eastbrook 1438. *Executives:* Louis E. Wade, president; George B. Buist, secretary-treasurer. *Radio director:* V. H. Campbell. *Spot time buyer:* M. E. Cook. *Radio clients:* Allied Mills (spot).

HUGO WAGENSEIL & ASSOCIATES, 834 Third National Bldg., Dayton, O. *Phone:* HE-1151. *Executives:* Hugo Wagenseil, owner. *Branch offices:* None, but associated with Allied Service Agencies. *Radio director and spot time buyer:* Ralph Kircher. *Radio clients:* Gaseteria, Inc. (spot); Dayton Bread Co.; Charles Sucher Packing Co.; Cincinnati R. R. & Bus Co.

CARL C. WAKEFIELD ADVERTISING AGENCY, 660 Market Street, San Francisco, Calif. *Phone:* Douglas 5407. *Executives:* Carl C. Wakefield, owner. *Radio director:* None. *Spot time buyer:* Carl C. Wakefield. *Radio clients:* The Emporium (spot); Henry Doelger, Inc. (spot); California Crusaders (spot).

WAXELBAUM JEWISH ADVERTISING SERVICE, 110 West 40th Street, New York, N. Y. *Phone:* Pennsylvania 6-0043. (Company places Jewish programs on local stations exclusively.) *Executives:* Benjamin Waxelbaum, principal. *Radio director:* Benjamin Waxelbaum. *Radio clients:* Morris Plan Industrial Bank of N. Y. (spot); Tree Mark Shoe Co., Inc. (spot); Arnold Sorensin Co. (spot); Liss Bakery (spot); H. Triebitz (spot).

LUTHER WEAVER & ASSOCIATES, 200 Globe Bldg., St. Paul, Minn. *Phone:* Cedar 3777. *Executives:* Luther Weaver, chief executive; Florian J. Schleck; E. J. Megroth; musical director. *Radio director:* Luther Weaver. *Script writer:* Marjorie Peterson. *Radio clients:* Star Laundry; F. C. Hayer Co.; Consumers Milk Co.; Royal Laundry; Empire National Bank; Friendly Counselors, Optometrists; Minnesota Federal Savings & Loan Assn.; Miller Cafeteria; Northern Pacific Railway (all spot).

ARMAND S. WEILL COMPANY, 17 Court Street, Buffalo, N. Y. *Phone:* Washington 6250. *Executives:* Armand S. Weill, president; Harold C. Desbecker, vice-president and treasurer; Robert K. Weill, assistant secretary. *Radio director and spot time buyer:* Robert K. Weill. *Continuity director:* Don N. Tranter. *Radio clients:* Loblaw Groceterias, Inc. (spot); Harris Soap Co. (spot); Remington Rand, Inc. (spot); George F. Stein Brewery, Inc. (spot). *Writing and production:* Handled by agency.

WENDT ADVERTISING AGENCY, 1060 Spitzer Bldg., Toledo, O. *Phone:* Adams 4713. *Executives:* Harold F. Wendt, president; M. F. Wendt, secretary-treasurer. *Radio director and spot time buyer:* H. F. Wendt. *Radio clients:* Athletic Supply Co. (spot); Gallagher Cleaners (spot); State Theatre (spot); World Theatre (spot). *Writing and production:* H. F. Wendt.

L. D. WERTHEIMER COMPANY, ADVERTISING, INC., 230 Park Avenue, New York, N. Y. *Phone:* Murray Hill 2-6860. *Executives:* Erwin DeW. Schmerler, president; Mark Mitchell, vice-president and space buyer; Arthur Sachtleben, vice-president; John H. Small, secretary-treasurer. *Branch offices:* 230 North Michigan Avenue, Chicago; George Enzinger, vice-president in charge. *Radio director:* No special person. *Radio clients:* Thomas Cook & Son-Wagon-Lits, Inc. (CBS).

WESSEL COMPANY, 458 East 30th Street, Chicago, Ill. *Phone:* Victory 1300. *Executives:* E. Wessel, president; H. L. Wessel, vice-president; S. L. Wessel, executive vice-president and treasurer; T. T. Weldon, vice-president; A. Flesham, secretary. *Branch offices:* James E. Sauter, New York representative, 630 Fifth Ave. *Radio director:* T. T. Weldon. *Copy chief:* L. B. Sherman. *Production:* R. U. Moore. *Contact:* S. C. Florsheim. *Radio clients:* Group of 71 National Banks (CBS).

WESTCO ADVERTISING AGENCY, 206 Sansome Street, San Francisco, Calif. *Phone:* Sutter 6744. *Executives:* E. E. Sylvestre, president; R. W. Stafford, assistant secretary-treasurer, space buyer; J. C. Jennings, production manager. *Radio director:* E. E. Sylvestre. *Radio clients:* General Mills-Sperry Flour (NBC Pacific Red).

WESTON-BARNETT, INC., Arts & Crafts Bldg., Waterloo, Ia. *Phone:* 766. *Executives:* Wells H. Barnett, president; A. C. Barnett, vice-president; F. G. Weston, treasurer; Phillips Taylor, secretary. *Branch offices:* 520 N. Michigan Avenue, Chicago; A. C. Barnett, in charge; Martha Swartz, radio director. *Radio director:* Phillips Taylor. *Radio clients:* American Bird Products; Walker Remedy Co.; Iowa Soap (spot).

JOHN L. WIERENGO & STAFF, Grand Rapids Trust Bldg., Grand Rapids, Mich. *Executives:* John L. Wierengo, president and treasurer; G. H. England, vice-president; Lucy M. Powell, secretary. *Radio director:* G. H. England. *Radio clients:* Nu-Nut Foods, Inc. (Michigan Network); Vita Products Co. (spot).

HOWARD E. WILLIAMS, ADVERTISING, 485 California Street, San Francisco, Calif. *Phone:* Douglas 2990. *Executives:* Howard E. Williams, owner; Charles Henry Carter, art director; C. Ruegg, space buyer. *Radio director:* Howard E. Williams. *Radio clients:* Duart Sales Co., Ltd. Creme of Milk (NBC Red).

ED WOLFF & ASSOCIATES, 428 Taylor Bldg., Rochester, N. Y. *Phone:* Stone 191. *Executives:* Ed Wolff, president; Lawrence Sterling, technical chief; John Larner, service director; Henrietta S. Feeser, production manager. *Radio director:* Ed Wolff. *Spot time buyer:* Henrietta S. Feeser. *Radio clients:* First Federal Savings & Loan Assn. (spot); Germanow-Simon Co. (spot); Rochester Brewing Co. (spot).

HUGHES WOLFF & COMPANY, Taylor Bldg., Rochester, N. Y. *Phone:* Stone 2080. *Executives:* F. A. Hughes, president; John P. McCarthy, secretary. *Radio director:* F. A. Hughes. *Spot time buyer:* John P. McCarthy. *Other radio executives:* A. H. Hartshorn. *Radio clients:* Good Luck Food Co. (Yankee, spot); International Laboratories (spot); W. B. Coon Co. (spot).

WORLD WIDE ADVERTISING CORP., 11 West 42nd Street, New York, N. Y. *Phone:* Longacre 5-4500. *Executives:* Emil M. Scholz, president and treasurer; Phoebe C. Marks, secretary; Howard S. Zoll, art director. *Radio director:* Emil M. Scholz. *Radio clients:* Atlas, Liberty and Terminal Cabs (spot). *Writers:* Bryce Oliver.

FRANK WRIGHT & ASSOCIATES, Rialto Bldg., San Francisco, Calif. *Phone:* Douglas 8487. *Executives:* Frank Parke Wright, general manager; Katharine Chan, secretary, auditor, space buyer; Pearl Randolph, production manager. *Radio director:* Frank Parke Wright. *Radio clients:* Philco Radio (regional); General Electric Supply (regional); Schwartz Ginger Ale (regional spot); Lem-Lur Bottling Co. (regional spot); Capwell, Sullivan & Furth Department Store (local spot); Hale Bros. Department Stores (regional); Dial Shops, Inc. (regional); Danark Food Products (regional spot); Jenkel-Davidson Optical Co. (local); International Correspondence Schools (national transcriptions).

C. ELLSWORTH WYLIE COMPANY, Beaux Arts Bldg., Los Angeles, Calif. *Phone:* Drexel 3239. *Executives:* C. Ellsworth Wylie, president; I. Cole, space buyer, production manager. *Radio director:* None. *Radio clients:* National Life & Accident Insurance Co. (spot); Halsco Co. Trailers (spot).

YOUNG & RUBICAM, INC., 285 Madison Avenue, New York, N. Y. *Phone:* Ashland 4-8400. *Executives:* Raymond Rubicam, chairman; Chester J. La Roche, president; J. H. Geise, treasurer; Clarence E. Eldridge, vice-president and plans board chairman; A. V. B. Geoghegan, vice-president, director of media and general production; Sigurd S. Larmon, Arthur Andrews, Donald Payne, executive vice-presidents; Edward Barnes, John E. Grimm, Jr., vice-presidents; Samuel Cherr, vice-president and merchandising director; Charles L. Whittier, vice-president and copy director; Vaughn Flannery, vice-president and art director; John F. Reeder, vice-president and manager of Detroit office. *Branch offices:* 7430 Second Blvd., Detroit, John F. Reeder, manager; 221 N. LaSalle Street, Chicago, D. G. Schneider, manager; 6253 Hollywood Blvd., Hollywood, Calif., Thomas F. Harrington, manager and radio director. Young & Rubicam, Ltd., Montreal and Toronto (separate company; listed under Canadian agencies). *Radio director:* William R. Stuhler. *Spot time buyer:* Jack R. Latham. *Manager of radio department:* Donald D. Stauffer. *Assistant radio director:* Hubbell Robinson. *Station relations:* Carlos Franco. *Production supervisor:* Pat Weaver. *Manager, commercial copy:* Joseph A. Moran. *Radio publicity:* F. W. Wile, Jr. *Radio production:* M. W. Barnum, Jr., J. R. Stauffer, George McGarrett, Harry Von Zell, Walter Johnson, Bill Rousseau. *Radio clients:* Axton-Fisher Tobacco Co. (NBC Blue, spot); Bristol-Myers Co. (NBC Red, spot); General Foods Corp.; Calumet Baking Powder (NBC Blue); Grape-Nuts (NBC Red, spot); Jell-O (NBC Red); Minute Tapioca (NBC Blue); Sanka Coffee (NBC Blue, spot); Fels & Co. (CBS, spot); Borden Co. (spot); Gulf Refining Co. (CBS, spot); Packard Motor Car Co. (NBC Red). *Writers:* Edith Meiser, Anne Barley, E. R. McGill, Knowles Entrikin, Hal Block, Sam Perrin, Art Phillips, Paul Conlin, Al Boasberg, Ed Beloin, Bill Morrow, Austin Peterson, Jess Oppenheimer, Eddie Moran, Brown & Corcoran, Jack Van Nostrand, John P.

Medbury, David Freeman. *Production:* Pat Weaver (Bristol-Myers; Minute Tapioca; Jell-O summer show; Bristol-Myers summer show); Harry Von Zell (Bristol-Myers; Minute Tapioca; Axton-Fisher); M. W. Barnum (Gulf Refining; Sanka Coffee); T. F. Harrington (Jell-O; Packard); J. R. Stauffer (Packard); George McGarrett (Bristol-Myers; Axton-Fisher); Hubbell Robinson, Jr. (Calumet); Bill Rousseau (Fels & Co.).

YOUNT COMPANY, 12 East Tenth Street, Erie, Pa. *Phone:* 22-816. *Executives:* M. A. Yount, owner. *Radio director and spot time buyer:* M. A. Yount. *Radio clients:* Baldwin Laboratories, Inc. (spot); Erie Brewing Co. (spot).

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ENGINEERING

ENGINEERING CONSIDERATIONS FUNDAMENTAL TO THE SOLUTION OF BROADCAST STATION COVERAGE AND ALLOCATION PROBLEMS

By C. M. JANSKY, JR.

Principal: Jansky & Bailey, Consulting Radio Engineers, Washington

Editor's Note: Station coverage and allocation problems are not merely subjects for intricate engineering diagrams, nor a field of concern purely to equipment manufacturers. Radio's position as an advertising medium makes it mandatory that the topics of coverage and allocation be familiar to the buyer (sponsor) as well as the seller (station).

In this discussion of coverage and allocation, C. M. Jansky, Jr., one time university professor and now principal in his own firm, attempts a quantitative analysis of the problem. This analysis, simplified as to terminology, is intended for all parties concerned —buyers and sellers.

What may at first hand appear to be a flight into controversy (in re: "listener habit" studies, Chapter II) is not intended as such by the author nor the VARIETY RADIO DIRECTORY. *Rather, the discussion at this point endeavors, via a critical synopsis, to show that isolated research must henceforth be correlated into a cogent whole. Again, the oft-repeated truism must be made here—that many a subject in radio cannot be discussed without assuming a viewpoint distinct from those expressed in previous years; for radio's growth has perhaps tended to foster piecemeal craftsmanship, rather than broad panoramas. This is no criticism of radio. It is solely a commentary on the speed of its development.*

I

Radio broadcasting as we know it today began about 1920. Shortly after its birth public interest in this new medium for obtaining information and entertainment reached such heights that the number of broadcast stations increased with great rapidity. A point was soon reached where new stations resulted in destructive interference with service from old stations while they themselves could not render adequate service because of the interference they themselves received. This situation brought the necessity for federal regulation with its attendant problems of coverage and interference to the forefront.

In the early days of broadcasting but little quantitative information was available with respect to the requirements for satisfactory reception. It was observed that under certain circumstances reception would be clear while under others

"static" or other electrical disturbances became annoying. Some times stations which gave clear reception in the daytime proved to be erratic and distorted at night (subject to fading) while in other instances stations located at long distances which could not be heard in the daytime delivered a fairly satisfactory service at night. However, just what to expect in the way of coverage or interference from a station of a particular power on a particular frequency in a particular part of the country was in the early days of broadcasting a matter of mere conjecture rather than of accurate measurement or prediction as is the case now.

Fundamental Necessity for Quantitative Study of Reception Conditions

Two great needs furnished the incentive for the development of apparatus and methods for quantitative measurement of the results obtained by a broadcast station. They were (1) the necessity of having fundamental data upon which to base an orderly broadcast allocation structure that the maximum number of stations might operate with minimum interference and (2) the need of evidence with which to define for a prospective radio advertiser the area or areas a particular station or network could reach with a given degree of reliability. It is a strange commentary upon the astuteness of American business men that there has always been far greater recognition of the need for quantitative data on broadcast station coverage and interference by the federal regulatory authorities than on the part of those who pay out their good money for advertising time. If broadcast station and network executives attempted to prove their cases before the Federal Communications Commission by the kind of evidence some of them succeed in using as a basis for securing large advertising contracts they would be literally laughed out of court.

Factors Which Affect Broadcast Reception

All that a broadcast receiving antenna connected to a particular receiving set knows is that there are present certain electrical radio signals which may be classified as follows:

1. *Electrical impulses from a particular and desired broadcast station to which the receiving set is tuned.*
2. *Electrical impulses from one or more broadcast stations which are undesired and which may interfere with and prevent satisfactory reception of the desired station.*
3. *Electrical impulses produced by nature, i.e., "static."*
4. *Electrical impulses produced by street cars, electric motors, and other man-operated devices, i.e., "inductive interference."*

Now if the electrical intensities from the desired broadcast station as described under (1) above are sufficiently strong with respect to the electrical intensities from (2), (3), and (4) then (except for fading) reception will be satisfactory while otherwise it will not. Two conclusions are obvious.

(1) *To study reception conditions it is necessary to make quantitative measurements of the signal strengths produced by broadcast stations at points of reception, but*

(2) *It is not the absolute value of signal strength which is important, but the ratio of the signal strength of the desired station to the intensity of the other disturbances.*

Signal Strength, Field Strength, or Field Intensity

The three terms named in the heading above are not strictly synonomous, but for the purposes of this article they may be considered so. The electrical

intensity produced at a point of reception is referred to as the radio field intensity and it is expressed in terms of the electrical pressure or "voltage" which exists between two points one above the other and one meter apart. Thus the radio field intensity at a point may be referred to as so many volts per meter. However, because in practice the values are low, it is more common to use the terms "millivolts per meter" or so many "microvolts per meter." A millivolt is one thousandth of a volt (.001 volt) while a microvolt is one millionth of a volt (.000001 volt).

Ten years ago a field strength measuring set capable of measuring accurately values as low as a few millionths of a volt (5 to 10 microvolts) weighed about as much as a grand piano and was about half the size of one. Today accurate sets which can be mounted in high speed automobiles are available, as well as small semi-portable units which can be carried at least short distances by hand. However, although apparatus has grown simpler and less bulky during the past 10 years, the taking of accurate data and its proper interpretation will always require the services of trained and experienced radio engineers.

Ground Waves and Sky Waves

During the daytime the electrical intensities present at a particular point of reception will have traveled along the ground between the transmitter and the receiving antenna. Therefore, the wave which brings these intensities is referred to as the "ground wave." If in the daytime a radio engineer moves away from a broadcast station measuring the field intensity produced by the station at various points, he will find in general that the farther away from the station he happens to be, the lower will be the field intensity produced. If he goes far enough, eventually the field strength will drop to so low a value that it cannot be measured. The rate of falling off of field strength will be different for different directions and will vary greatly for different stations, depending upon frequency assignment, geographic location, etc. The effect of these factors on daytime field intensities will be discussed later.

At night there will be present at the point of reception, electrical field intensities which have been reflected or refracted back to the earth from the ionized layers of the upper atmosphere. The waves which produce these intensities are referred to as "sky waves." The resultant field intensity may be a combination of the field intensities produced by the "ground wave" and the "sky waves" or if the point of reception is far enough distant from the transmitter it may be due only to the "sky waves." In either case the signal will vary in intensity, that is, it will "fade."

On shared channels at night, the sky wave radiations from one station will penetrate into the good service areas of other stations operating on the same channel, limiting the size of the good service area of each to an area smaller than for daytime operating conditions when sky waves are absent. However, where only one station operates on a frequency assignment at night (a clear channel) the effect of sky waves is to permit the delivery of what at times is a very satisfactory secondary service to areas distant from 300 to 1,000 miles or more. This service, however, is limited to nighttime broadcasting.

Field Intensity Contours

A line drawn on a map through all points of equal altitude above sea level is an altitude contour. A line drawn on a map around a broadcast station through all points where the field intensities produced by that station are

the same is a field intensity contour. Thus the ½ millivolt per meter contour around a station is the locus of all points where the field intensity is ½ millivolt, the 2 millivolt contour is the locus of all points where the intensity is 2 millivolts, etc. Only under rare conditions of uniformity do field intensity contours approach circles. For instance the ½ millivolt contour for a station may be 40 miles from the transmitter in one direction and 200 miles distant in another direction. Such irregularities may be due to differences in terrain, antenna directivity characteristics or a combination of both factors.

Factors Which Affect the Strength of Received Signals

Any discussion of the factors which determine signal strength should be preceded by an emphatic statement to the effect that areas which receive the same signal intensity are *not necessarily* areas where the same reception conditions exist. For instance, one station may at night have interference-free service out to its 1 or even its ½ millivolt contour, while because of interference of one sort or another, a second station may deliver satisfactory service only out to the 10 millivolt contour. While the first step in the determination of the coverage areas of a station is the determination of the location of its field intensity contours, this must then be followed by an evaluation of other factors which affect reception, if the result is to be of value.

Although less than five years ago the yardstick most used by prospective advertisers in evaluating coverage was "power," it is today well recognized that power is relatively unimportant in determining coverage. Similarly it will not be long before the fallacy of defining coverage in terms of field strength contours without an evaluation of other factors which affect reception will be just as well recognized as is the fallacy of the power yardstick.

For purely rural territory (no cities or towns) and in the absence of interference from other broadcast stations on the same or adjacent frequency assignments (daylight broadcasting) the area receiving a primary broadcast service may be considered as the area inside the ½ millivolt contour. Therefore, it becomes important to consider the number of square miles included inside the ½ millivolt contour for various conditions of operation. The factors which affect the location of the ½ millivolt contour and therefore the number of square miles included are as follows:

(1) *The character of the territory the signal must travel over, that is, its electrical conductivity—The range of values for the United States is as follows*: *High* (*good*) — 3x10x13, *Low* (*poor*) — 1x10-14, *Average* — 1x10-13.

(2) *The position of the frequency assignment in the broadcast spectrum —For the regular broadcast band the range of value is as follows*: *High*— 1500 *kc.*, *Low*—550 *kc.*, *Average*—1000 *kc.*

(3) *The efficiency of the antenna system—In practice the following ranges are encountered* (*expressed in terms of millivolts per meter for* 1000 *watts at one mile*) : *High*—250, *Low*—75, *Average*—150.

(4) *Power—In the United States regular power assignments vary from* 0.1 *kw.* (100 *watts*) *to* 50 *kw. For illustrative purposes an average power will be taken as* 1000 *watts* (1 *kw.*).

In the examples which will be given below it will be assumed that non-directional antenna systems are used and that the conductivity around each particular station is the same in all directions.

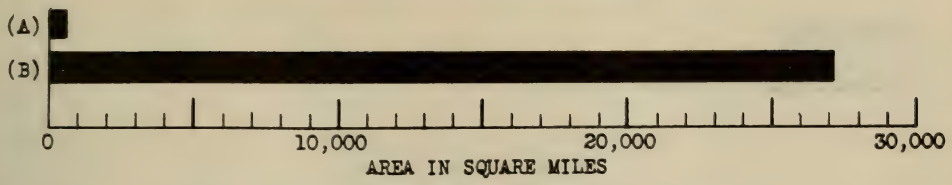


Fig. 1 Number of square miles inside 0.5 millivolt contour for (A) LOW CONDUCTIVITY and (B) HIGH CONDUCTIVITY for 1000 watts power and average antenna efficiency on 1000 kilocycles.

The Effect of Terrain on Coverage

In New England the electrical conductivity is low (poor), while in Texas and the middle west it is high (good). Fig. 1 above shows graphically the difference in coverage to be expected in the two territories for 1000 watts power on 1000 kc. with average antenna efficiency. In an area of high conductivity such as Texas, the area inside the ½ millivolt contour for an average frequency assignment and an average antenna will be 43 times as great as in New England or other localities where the conductivity is low. Fortunately for New England broadcast stations the density of population is high as compared with most areas which enjoy a higher and more favorable conductivity.

The Effect of Frequency Assignment on Coverage

Fig. 2 below compares the number of square miles inside the ½ millivolt contour of a 1000 watt station on 550 kc. with the number of square miles inside the same contour for a station of the same power on 1500 kc., assuming average conductivity and average antenna efficiency in each case. The ratio of the coverage on 550 kc. to that on 1500 kc. is 8.8 to 1. It would take a power in excess of 75 kw. on 1500 kc. to serve as much rural territory as can be served by 1 kw. (1000 watts) on 550 kc.

The Effect of Antenna Efficiency on Coverage

Fig. 3 (next page) shows the increase in the area inside the ½ millivolt contour which would result if a 1000 watt station on 1000 kc. in average con-

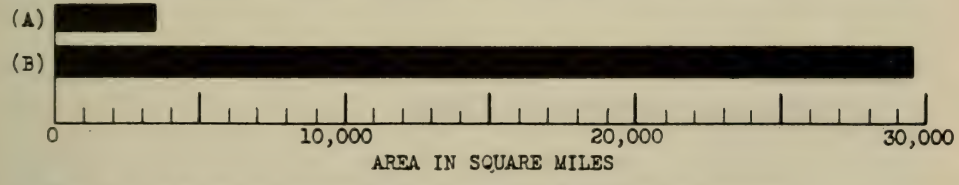


Fig. 2 Number of square miles inside 0.5 millivolt contour for (A) HIGH FREQUENCY ASSIGNMENT (1500 kilocycles) and (B) LOW FREQUENCY ASSIGNMENT (550 kilocycles) for 1000 watts power with average antenna efficiency and average conductivity.

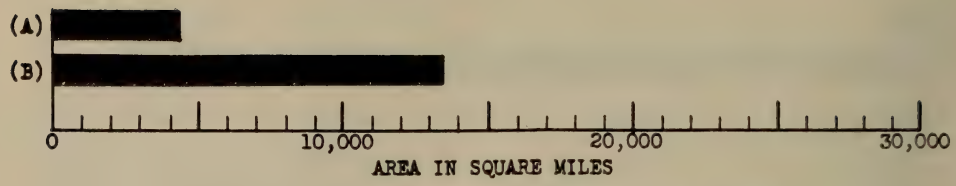


Fig. 3 Number of square miles inside 0.5 millivolt contour for (A) LOW ANTENNA EFFICIENCY (75 millivolts at one mile) and (B) HIGH ANTENNA EFFICIENCY (250 millivolts at one mile) for 1000 watts power on 1000 kilocycles with average conductivity.

ductivity territory should abandon an antenna system of low efficiency for one of high efficiency. The area inside the ½ millivolt contour would be increased by the factor 3.1 to 1.

The Effect of Power on Coverage

The above examples show how important are (1) the part of the country in which a station happens to be located, (2) the frequency assignment, and (3) antenna efficiency in determining the coverage area of a station. Fig. 4 below shows how relatively unimportant is a change in power of five times (from 1000 watts to 5000 watts) for the conditions which have been taken as average in the first four examples.

The increase in area inside the ½ millivolt contour is less than 2 to 1 for an increase in power of five times as contrasted with a possible increase of 3.1 to 1 for an improvement in antenna efficiency, an increase of 8.8 to 1 for a frequency shift, such as might be made inside the broadcast band, and an increase of 43 to 1 such as would result from moving from a low conductivity territory to a high conductivity one.

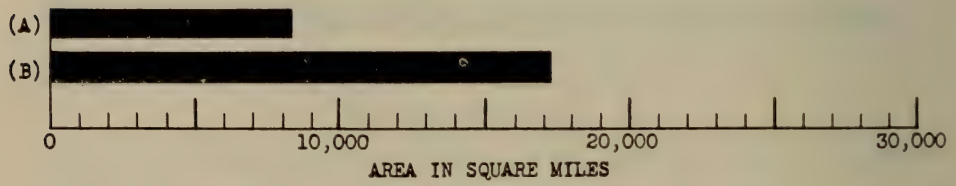


Fig. 4 Number of square miles inside 0.5 millivolt contour for (A) 1000 WATTS and (B) 5000 WATTS on 1000 kilocycles, average antenna efficiency and average conductivity.

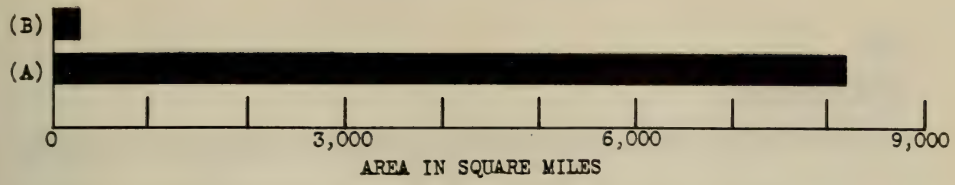


Fig. 5 (A) PRIMARY DAY COVERAGE to 0.5 millivolt contour in square miles for 1000 watts power on 1000 kilocycles with average conductivity and average antenna efficiency and (B) PRIMARY NIGHT COVERAGE in square miles for the same station when limited by interference at night to the 10 millivolt contour.

The Effect of Interference on Coverage

Attention has already been directed to the fact that while the entire area inside the ½ millivolt contour of a station may receive interference-free reception in the daytime, an entirely different situation may exist at night. Fig. 5 above compares for a 1000 watt station on 1000 kc. with average conductivity and average antenna efficiency the number of square miles inside the ½ millivolt contour (the interference-free area for daytime operation) with the number of square miles inside the 10 millivolt contour (the possible interference-free area under very unfavorable nighttime operating conditions). The ratio of the two areas is 28 to 1.

Fig. 5 shows conclusively the folly of relying only upon field strength measurements as a measure of coverage without considering also the evaluation of other factors equally important. *As was stated earlier in this article it is not the absolute value of field intensity which is important in any particular instance, but the ratio of that intensity to the intensity of other electrical disturbances.* In the illustration given above, the other electrical disturbances are interfering signals from other stations occupying the same channel as the desired station.

While many stations enjoy interference-free daytime reception out to the ½ millivolt contour, only a few enjoy the same freedom of interference at night and admittedly not many are subject to as severe a limitation as to the 10 millivolt contour. Nevertheless, the examples given illustrate the approximate extreme conditions which do exist in practice even though the majority of actual cases lie between them.

The Effect of Electrical Noise on Coverage

It has already been pointed out that an interference-free signal of ½ millivolt is satisfactory for good reception in rural territory free of electrical disturbances. Signal intensities of this order of magnitude are not, however, considered sufficient for cities and towns. The actual field intensity necessary for the delivery of good service to any particular city depends upon condi-

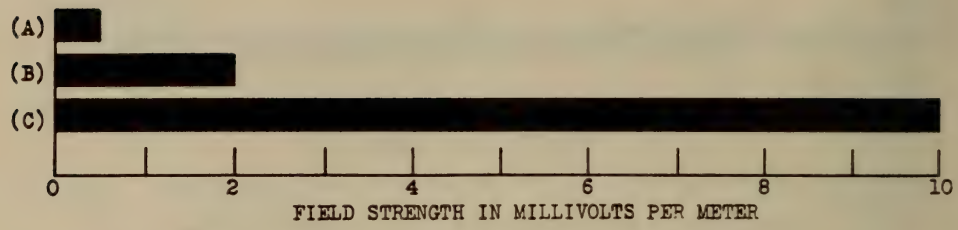


Fig. 6 Field intensity necessary for primary service

(A) IN RURAL TERRITORY FREE OF ELECTRICAL NOISE

(B) IN AN AVERAGE RESIDENTIAL DISTRICT

(C) IN AN AVERAGE BUSINESS DISTRICT

tions which exist in that city. In general, the larger the population, the higher must be the field intensity for noise-free reception.

Annual reports of the Federal Communications Commission state that for an average residential district 2 millivolts is necessary for good reception, and for an average business district 10 millivolts is necessary. These standards are for average conditions only. Some residential districts will receive good service on field intensities as low as 1 millivolt, while there are some business districts such as the center of New York City, for instance, which require field intensities of the order of magnitude of 50 millivolts for good service. The range of intensities covered by the Federal Communications Commission standards for average conditions is shown above in Fig. 6. It will be seen that the signal intensity necessary for serving a business district for average conditions must be at least 20 times as strong as the intensity necessary for giving the same grade of service to a rural area.

II

Listener Habit Formulas as Methods for Evaluating Broadcast Station Effectiveness

The value of listener habit studies for the determination of broadcast program popularity is quite universally recognized. However, the gross inaccuracies which have resulted from some of the outstanding attempts to develop uniform yardsticks for the determination of areas served by the use of mail analyses and listener habit polls, do not seem to be quite so apparent as should be the case.

Reference is here made particularly to those methods which establish a par factor for each station studied, which par factor is based upon the mail or listener response to some particular program or series of announcements as received from some arbitrarily defined key area. Listener habit response from other areas is then related by an arbitrary formula to the response established as par for the key area. In some applications of the method, the key area is the county in which the station is located, while in others it is some other county, or perhaps the area inside some particular field intensity contour.

Any yardstick based on any one of the numerous variations of the above general method will inevitably be composed of rubber of the most elastic

variety, because the method ignores a number of very fundamental facts, two of which are set forth below:

(1) *Physical reception conditions in the key area for one station may be perfect, while for the key area of a second station they may be quite unsatisfactory.*

(2) *For one station the par area may receive no good service except from the station under study, while the par area for a second station may receive a number of excellent competing services.*

No one can deny that the circumstances listed above will vitally affect the listener response and therefore the par rating factor, although in themselves they have nothing to do with the definition of the *total* areas a station is capable of serving.

It is a peculiar quirk of fate that the broadcast station which delivers the best physical coverage to its key area, which has the least competition in that area and which has the most popular programs is the station most grossly discriminated against by the application of the listener habit methods of study which have been described above. Just a little thought on the subject should make obvious to anyone the reasons why this is true.

F.C.C. Engineering Department Standards

A thorough and comprehensive discussion of the development of the allocation standards used by the Engineering Department of the Federal Communications Commission would require considerably more space than can be devoted to the subject in this article. Therefore, this analysis will be limited to a classification of those standards with examples and a consideration of the reasons for this classification.

It is important to remember that the Federal Communications Commission, and more particularly the Federal Radio Commission, which preceded it, have been faced with the necessity of building and maintaining a workable broadcast allocation structure in advance of a truly adequate supply of sound engineering data, with respect to the performance of radio waves in the broadcast band. This has necessitated the adoption of regulations and policies in terms of what are defined as average conditions, even though many specific situations may deviate from the average by several hundred percent, and even though it may be seriously questioned whether the paucity of data on specific cases justifies the emphasis placed upon the average value itself.

Recognition of the circumstances described above does not imply criticism of them. On the contrary, too much credit cannot be given to the members of the staff of the Commission's Engineering Department for their readiness to step into the breach created by a general lack of knowledge in the early days and to make decisions on questions involving allocation and operating standards in the interest of orderliness and stability, knowing full well that as the art developed and more engineering data became available, those early standards would have to be changed. The remarkable extent to which the engineering rules, regulations and policies of the Commission have kept abreast of the broadcasting art speaks for itself.

The Commission's engineering standards, expressed sometimes as regulations and sometimes as policies, may be classified under two heads. First, there are what may be called "standards based on average operating conditions." Second, there are those standards for specific situations which are best described by the classification "point of reception standards."

Typical illustrations of the standards based on average operating conditions

are the familiar frequency, power, mileage separation tables. These express what under average conditions are considered the minimum geographic separations for satisfactory operation between stations of given power assignments on the same or closely adjacent frequency assignments. To illustrate, it is considered satisfactory for nighttime operation if two 1000 watt stations on the same frequency assignment are at least 1000 miles apart. If the two stations are limited to daylight hours then a geographic separation of 300 miles is considered sufficient.

Now, in applying these standards it is fully recognized that in the daytime two 1000 watt stations on a high frequency assignment in territory of low (poor) conductivity can be placed much closer than 300 miles and also that the same stations if on low frequency assignments in high (good) conductivity territory, must be considerably farther apart than 300 miles if there is to be no mutual interference inside their normal good service areas. Nevertheless, in the absence of field intensity data with respect to a specific situation, it can be expected that the standards for average operating conditions will be applied.

A second illustration of standards based on average operating conditions is that given previously in this article to the effect that an average city residential district requires 2 millivolts, and an average business district 10 millivolts, for good service. It is fully recognized that some residential districts will receive good service from field intensities of less than 2 millivolts, and some business districts may require several times 10 millivolts for the same grade of service.

If sufficient field data are available on a particular situation, then the "point of reception standards" may be applied. The following are typical illustrations of point of reception standards:

(1) *A desired signal on a given frequency assignment must be at least* 20 *times as strong as the signal intensity produced at the point of reception by any undesired station operating on the same frequency assignment, if interference is to be absent.*

(2) *The signal intensity from a desired station must be at least twice as strong as the signal intensity produced by any other station operating on a frequency assignment* 10 *kc. removed from the desired station.*

A third classification should be mentioned which covers what are really not service standards at all, but engineering policies which depend upon the application of the point of reception standards. The following is an illustration:

A regional station is entitled to protection during daylight hours out to its ½ millivolt contour from interference which would be produced by proposed new stations on the same or closely adjacent frequency assignments.

Evolutionary Development of the Allocation Structure

From the standpoint of legal and administrative procedure, it would be much simpler if all problems of coverage and interference in the broadcast band could be settled by a consideration of power, frequency and mileage tables with the aid of such simple tools as an atlas, scale of miles and a set of population statistics. Unfortunately, radio transmission phenomena are far too complex to lend themselves to such simple analysis if we are to make anything like efficient use of the facilities nature has made available to us.

The engineering regulations and policies of the Federal Communications Commission are admirably fitted to the preservation of order among broadcast stations as they are operated today while at the same time they possess that flexibility necessary to permit the evolutionary development of the allocation structure by taking advantage of newest developments and latest knowledge.


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AMERICAN SALES CO.
44 West 18th St., New York, N. Y.
(Automatic frequency control units, transmitters).

BLAW-KNOX CO.
P. O. Box 1198, Pittsburgh, Pa.
(Vertical radiators).

BLILEY ELECTRIC CO.
203 Union Station Bldg., Erie, Pa.
(Automatic temperature control unit).

COLLINS RADIO CO.
Cedar Rapids, Ia.
(Automatic frequency control units, transmitters).

COMMERCIAL RADIO EQUIPMENT CO.
7205 Baltimore St., Kansas City, Mo.
(Automatic frequency control units).

DEFOREST RADIO CO.
(Now owned by RCA Victor Co., Inc., Camden, N. J.)
(Automatic frequency control units, transmitters).

DOOLITTLE & FALKNOR, INC.
1306 West 74th St., Chicago, Ill.
(Automatic frequency control oscillator and amplifier units, transmitters).

GRAYBAR ELECTRIC CO., INC.
420 Lexington Ave., New York, N. Y.
(Transmitters, vertical radiators, microphones, tubes, amplifiers, rectifiers, meters, transformers, motor generators).

HYGRADE SYLVANIA CORP.
Electronics Dept., Clifton, N. J.
(Transmitters).

INTERNATIONAL BROADCASTING EQUIPMENT CO.
312 West 51st St., Chicago, Ill.
(Automatic frequency control units).

KLUGE RADIO CO.
1041 North Bonnie Brae, Los Angeles, Calif.
(Formerly National Broadcasting Equipment Co., Scottsbluff, Nebr).
(Transmitters).

LEHIGH STRUCTURAL STEEL CO.
17 Battery Place, New York, N. Y.
(Vertical radiators, radio towers).

PIEZO ELECTRIC LABORATORIES
612 Rockland Ave., New Dorp, N. Y.
(Automatic temperature control oven and relay units, oscillator and amplifier units, amplifier units).

PRECISION PIEZO SERVICE
427 Asia St., Baton Rouge, La.
(Automatic temperature control units).

PREMIER CRYSTAL LABORATORIES, INC.
53-63 Park Row, New York, N. Y.
(Automatic frequency control units).

RCA VICTOR CO., INC.
Camden, N. J.
(Automatic frequency control units, transmitters, broadcast exciter units, amplifier units, power amplifier and modulator units, power amplifiers).

RADIO ENGINEERING LABORATORIES, INC.
100 Wilbur Ave., Long Island City, N. Y.
(Automatic frequency control units, transmitters).

D. V. TOSTENSON
Moorhead, Minn.
(Automatic frequency control units, automatic temperature control chambers, transmitters).

TRUSCON STEEL CO.
1315 Albert St., Youngstown, O.
(Vertical radiators).

WESTERN ELECTRIC CO.
195 Broadway, New York, N. Y.
(Automatic frequency control units, transmitters, power amplifiers).

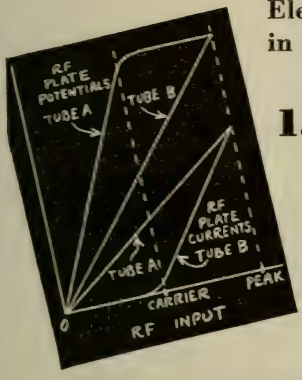
WESTERN RADIO ENGINEERING CO., INC.
5th and St. Peter St., St. Paul, Minn.
(Automatic frequency control units).

WESTINGHOUSE ELECTRIC AND MANUFACTURING CO.
Chicopee Falls, Mass.
(Rectifiers, condensers, transmitting inductances generators, transformers, instruments and meters).

UNIVERSAL MICROPHONE CO., LTD.
432 Warren Lane, Inglewood, Calif.
(Microphones, stands, wax and instantaneous recording machines).

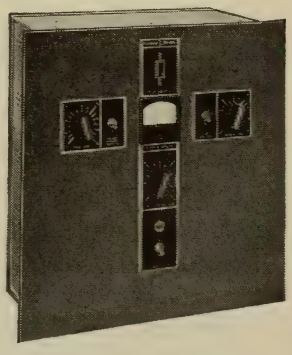
Teamed-up for
Better Broadcasting!

Hundreds of broadcasters use Western Electric equipment because they have faith in the unbeatable combination behind it:



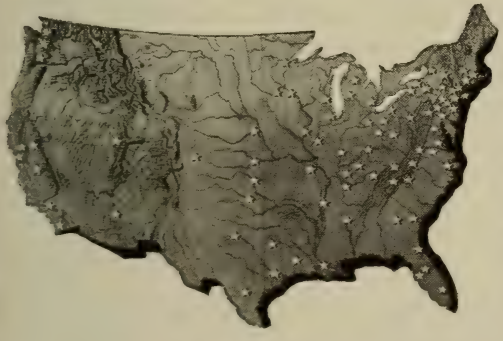
1. Bell Telephone Laboratories

—whose engineers have made such outstanding contributions as the "Salt-Shaker" mike, stabilized feedback, the Doherty circuit, and automatic volume limitation.



2. Western Electric

Maker of Bell Telephones since 1882, Western Electric is the recognized leader in the manufacture of radio telephone apparatus for aviation, police and marine use as well as for broadcasting.



3. Graybar Electric

With 83 branch houses, Graybar is always at hand to render prompt service. These three organizations will work closely with you in engineering an installation to meet your needs. You can rely on them!

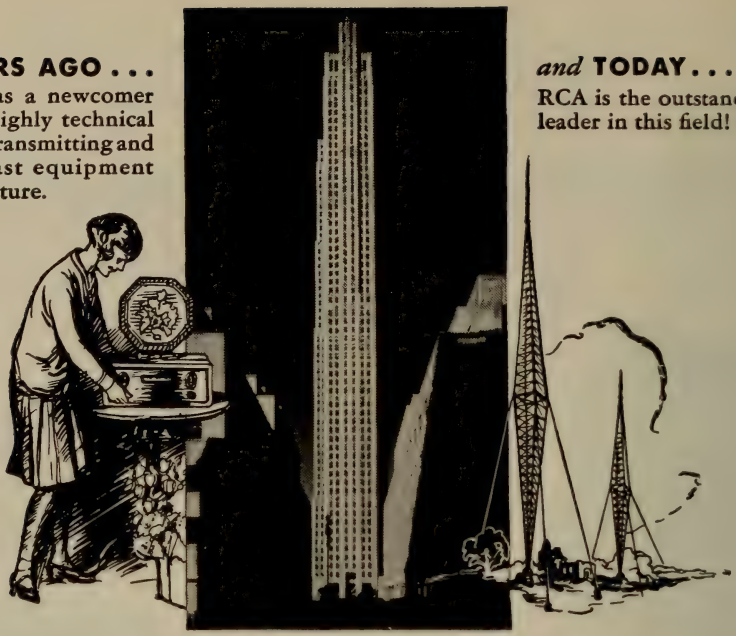
Western Electric

Distributed by GRAYBAR *Electric Co. In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

8 YEARS AGO . . .
RCA was a newcomer in the highly technical field of transmitting and broadcast equipment manufacture.

and **TODAY . . .**
RCA is the outstanding leader in this field!



THE REASON FOR RCA'S AMAZING SUCCESS

. . . Right Quality at Right Prices!

The reason for RCA's thrilling progress is this: No other manufacturer has the vast experience enjoyed by RCA. Only RCA does and makes *everything* in radio. And its background of research and experience—plus its large staff of highly skilled engineers, is reflected in RCA transmitters, power tubes, microphones, speech input and other broadcast equipments. RCA provides you with *quality* products—at prices that are right! That's why so many radio stations, both here and abroad, use RCA equipment.

Just remember, when considering broadcast apparatus, that RCA makes all types of equipment, for every purpose. A letter to us will bring you, without obligation, full details about the complete RCA Broadcast Equipment Service.

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 490 Peachtree St., N. E.
Dallas: 2211 Commerce St. San Francisco: 170 Ninth St.

RCA *Broadcast Equipment*

RCA Mfg. Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

CONSULTING ENGINEERS

Engineers engaged in doing various types of surveys, coverage tests, and other consulting work for radio stations are listed below:

Barron, John H.
Earle Building
Washington, D. C.

Cohen, Louis (Dr.)
4701 Connecticut Avenue
Washington, D. C.

Cullum, A. Earl, Jr.
2935 North Henderson Ave.
Dallas, Texas.

de Mars, Paul A.
21 Brookline Avenue
Boston, Mass.

De Witt, J. H.
In care of Station WSM
7th and Union Streets
Nashville, Tenn.

Doolittle & Falknor, Inc.
1306-08 West 74th Street
Chicago, Illinois

Everitt, W. L. (E. E., Ph.D.)
Communication Laboratory
The Ohio State University
Columbus, Ohio

Feikert, Grant S.
Oregon Agricultural College
Corvallis, Oregon

Felix, Edgar H.
32 Rockland Pl.
New Rochelle, N. Y.

Foss, William L.
Tower Building
Washington, D. C.

Gillett, Glenn D.
National Press Building
Washington, D. C.

Godley, Paul F.
Montclair, New Jersey

Grimwood, Fred O.
Evansville, Indiana

Hilliard, William P.
801 Clyde Avenue
Chicago, Illinois

Hogan, John V. L.
41 Park Row
New York, New York

Jansky, C. M., Jr., and Bailey, Stuart L.
National Press Building
Washington, D. C.

Kiebert, Martin V.
66 Cobb Building
Seattle, Washington

McNary & Chambers
National Press Building
Washington, D. C.

Marriott, Capt. Robert H.
1470 East 18th Street
Brooklyn, New York

Mashbir, Col. Sidney F.
Washington Institute of Technology
College Park, Maryland, or
McLachlen Building
Washington, D. C.

Page, E. C.
1311 Livingston Street
Evanston, Illinois

Parrish, Robert B.
5155 South Grammercy Place
Pacific Engineering Laboratory Co.
Los Angeles, Calif.

Peterkin, Ernest P.
Peterkin Radio Laboratories
13176 Manor Avenue
Detroit, Michigan

Singleton, H. C.
In care of Station KGW
615 Alder Street
Portland, Oregon

Van Nostrand, W.
Van Nostrand Radio Engineering Service,
P. O. Box 50, Station E
Atlanta, Georgia

Wilmotte, Raymond M.
3220 Connecticut Ave., N. W.
Washington, D. C.

Wilson, H. L. (Dr.)
260 East 161st Street
New York, New York

Technical Research

TELEVISION: 1937

During the course of the year 1936-1937, the following nations of the world evidenced some interest in television: U. S., England, Sweden, Russia, Czechoslovakia, Holland, Germany, France, Poland and Belgium.

In the U. S.

In the United States, RCA-NBC held a public demonstration of its apparatus at the time of NBC's 10th birthday celebration, in the fall of 1936. In the spring of 1937 Philco held a similar public demonstration. Meantime the Don Lee Broadcasting System staged a number of public viewings. And recently the Columbia Broadcasting System has ordered some equipment for television trials atop the Chrysler Tower in New York City. (See details in further articles appended.)

On May 8, 1937, V. K. Zworykin, W. H. Painter and R. R. Law of RCA described a new projection tube to the Institute of Radio Engineers which, via a demonstration, produced a picture 3x4 feet in size. Meantime the U. S. television scene was characterized by a series of arguments and counter-arguments anent television, all of which pointed out (1) that the costs—as well as problems—of transmission and production are indeed vast; and (2) that the trend has unquestionably been away from mechanical to electronic systems of scanning and reception.

In England

England has often been characterized as the heaviest experimenter in television from the layman's point of view—because, according to U. S. opinion, that nation is favored with fewer problems of size and wide population distributions. Television experimentation (low definition) was begun in England 10 years ago by the Baird Co. In the autumn of 1929, the British Broadcasting Corporation gave Baird facilities for experimental transmissions from a broadcasting station.

Then, in August, 1932, the BBC arranged with Baird for public experimental transmissions from Brookman's Park on a wavelength of 261 meters, with accompanying sound on a wavelength of 398 meters from the Midland Regional Transmitter. These transmissions employed a definition of 30 lines per picture, with a frequency of 12½ pictures per second.

After these preliminaries on May 14, 1934, a Television Committee was appointed for the BBC to consider the further development of television and to advise the Postmaster General on the relative merits of various systems, with a view to public service.

As a result a station was built into the Alexandra Palace in 1936, and two companies—Baird Television and Marconi-E. M.I.—were entrusted with service in alternate weeks for an experimental period which came to an end on Feb. 6, 1937. At this time the Television Committee decided to use the

Marconi-E. M. I. system exclusively. The expenditures during 1936 for this experimentation amounted to roughly $900,000, the cost being allocated from the existing 10 shilling fee on radio receiving sets.

Specifications of BBC-Marconi-E. M. I. television are as follows:

Director of Television is Gerald Cock, with R. A. Rendall as assistant. The conductor of the television orchestra is Hyam Greenbaum. Production manager is D. H. Munro. The system operates on a peak visual output of 17 kilowatts on 45 megacycles. Aural power amounts to 3 kilowatts on a frequency of 41.5 megacycles. The Marconi-E. M. I. system itself is highly similar to the RCA system of the United States. Pictures contain 405 lines, interlaced, at 50 frames per second. The ratio of synchronizing impulse to picture is 30:70. This system is in operation daily, except Sunday, from 3 to 4 p.m. and 9 to 10 p.m. Official service areas are described as a radius of 25 to 30 miles, although in practice good results are reported from Brighton (60 miles) and Ipswich (70 miles).

No estimate of the number of receivers in use can be made. Recently, however, the General Electric Co., Ltd., has advertised a receiver with built-in all-wave radio for 80 guineas ($420), and another model, sans the radio equipment, for 60 guineas ($315).

As to programming, the experience seems to be that camera close-ups yield the best results, though distance-shots are being tried. The programs are either of 10 or 15-minute length, and include: appearances of well-known musicians and theatrical people; excerpts from stage plays; fashion forecasts; golfing demonstrations; illustrated cookery talks; illustrated lectures by economists, politicians, etc.; and cabaret features.

Meantime the Baird system, which was not adopted for further experimentation by the BBC, at first suffered a reaction on the stock market according to U. S. Department of Commerce reports. It was, however, tried out as adjunct entertainment in a motion picture theatre. This venture ended when the Crystal Palace fire destroyed the transmission apparatus.

A third system, never tried out by the BBC, but attempting to win favor, is the Scophony (entirely mechanical) System, said to have a close connection with E. K. Cole Co., Ltd., manufacturers of radio receiving sets. The expressed object of this company is to create an image large enough to be suitable for motion picture theatres.

In Germany

During the Olympic games of August, 1936, the Post Office Department in Germany televized the stadium and swimming pool events. Large screen cathode-ray type projection was used, with a definition of 180 lines at 25 frames per second. Observers, sending reports to the U. S., made unfavorable comments about this showing, claiming that the images were "shadowy" and "unrecognizable."

In Sweden

A U. S. Department of Commerce report in the fall of 1936 stated that "one Swedish firm, Svenska Radiobolaget, has been in touch with the German firm of Loewe and with Marconi in regard to television and has imported, it is understood, a few receivers and one transmitter."

In Russia

Considerable interest in television has arisen in the U.S.S.R. It was reported at the close of 1936 that the V.Ts.S.P.S. (trade union) station in Mos-

cow maintained a regular television transmission based on the 30-line or 1,200 element-system. No receivers, however, were reported on the market by the U. S. Department of Commerce.

Early in 1937, the U.S.S.R. placed an order with RCA for a television apparatus, said to involve a 7,500-watt output, and costing in the vicinity of $1,000,000.

In Poland

The Polish Radio Company and the State Institute of Tele-Communications were reported by the Polish press to have become jointly interested in the erection and maintenance of an experimental television apparatus.

In Czechoslovakia

A television station is being erected in Prague and will begin scheduled transmissions toward the end of 1937.

In Holland

Philips Radio Works, reputed to be the largest radio manufacturer in the world, has been experimenting with an "intermediate film" method. The principle involves filming an occurrence, and then televizing the film.

In all instances of television transmitting, both in the U. S. and abroad, the work has been purely experimental.

U. S. TELEVISION LICENSES

There are 18 licensed television stations in the United States, operating experimentally under permit of the Federal Communcations Commission.

2000-2100 *Kilocycles for Rural Service*

Call Letters	Power Visual	Power Aural	Licensee	Location
W9XAK	125w	125w	Kansas State College of Agriculture and Applied Science	Manhattan, Kan.
W9XG	1500w	.....	Purdue University	West Lafayette, Ind.
W9XK	100w	.....	University of Iowa	Iowa City, Iowa
			42000-56000, 60000-86000 *Kilocycles*	
W2XAX	50w	.....	Columbia Broadcasting System, Inc.	New York, N. Y.
W6XAO	150w	.....	Don Lee Broadcasting System	Los Angeles, Calif.
W3XPF	4kw	1kw	Farnsworth Television, Inc.	Philadelphia, Pa.
(Construction Permit)				
W9XAL	300w	150w	First National Television, Inc.	Kansas City, Mo.
W1XG	500w	.....	General Television Corp.	Boston, Mass.
W9XD	500w	.....	The Journal Company	Milwaukee, Wis.
W2XBS	12kw	15kw	National Broadcasting Co., Inc.	New York, N. Y.
W3XE	1500w	250w	Philco Radio & Television Corp.	Philadelphia, Pa.
W2XDR	1000w	500w	Radio Pictures, Inc.	Long Isl. City, N. Y.
W3XAD*	500w	500w	RCA Manufacturing Co., Inc.	Portable
W3XEP	30kw	30kw	RCA Manufacturing Co., Inc.	Camden, N. J.
W1OXX	50w	.....	RCA Manufacturing Co., Inc.	Portable
W8XAN	100w	100w	Sparks-Withington Co.	Jackson, Mich.
W9XUI	100w	.....	University of Iowa	Iowa City, Iowa
W9XAT	500w	.....	Dr. George W. Young	Portable

* Licensed to operate on 124000-130000 kilocycles only.

TELEVISION STATIONS

Because of the difficulties of television terminology, a thumbnail lay explanation is herewith appended:

Scanning: *This term signifies the process whereby the television camera "sees" the image before it.*

Mechanical television: *Television in which the principle of transmission, and generally reception, is based on a mechanism having moving parts. Mechanical television usually involves a disc, perforated with holes in a certain sequence, through which a beam of light plays as the disc is whirled. A photoelectric eye catches up the play of the light on the image, and these impulses are thereupon broadcast. At the receiving end, a similar disc, spinning at similar speed, reproduces the entire process in reverse.*

Electronic television: *In this process, no discs or moving mechanical parts of any kind are employed. An electronic "gun" sprays a beam of electrons against the image. The resulting impulses are broadcast, and at the receiving end are re-sprayed against a fluorescent surface to re-create the image. Electronic television is, by and large, newer than mechanical television.*

Frame: *One complete "scanning" of the image. A frame corresponds to one segment of a motion picture film. Many such segments, or frames, produced at high speed, show the image in action. Frames are calculated at so-and-so many per second, the higher the number, the more composite the picture.*

Line: *A "frame" is composed of many lines, or horizontal-vertical subdivisions. They correspond to the "screen" in a cut or plate for printing purposes. Naturally, the more lines per frame, the denser the image.*

W9XAK, MANHATTAN, KANSAS

Licensee: Kansas State College of Agriculture and Applied Science. *Phone:* 3-7182. *Power (visual):* 125 watts on 2050 kc. *Power (aural):* 125 watts permitted by the FCC; none used, however. *Station opened:* In 1932.

Chief engineer: Prof. R. G. Kloeffler.

Hours of broadcast: Mondays and Wednesdays, 7 to 8 p.m., CST. *Type of broadcasts:* Not listed.

System of transmission: Mechanical scanning; 60 lines and 20 frames; use the "flying spot" system for studio pick-ups.

Distance of reception: W9XAK states that "regular reports received over 500 to 800 miles." *Sets in the area:* Probably about 100.

W9XG, WEST LAFAYETTE, INDIANA

Licensee: Purdue University. *Power (visual):* 1,000 watts on 2050 kc. *Power (aural):* No aural broadcasts. *Station opened:* March, 1932.

Executive in charge: Dr. C. F. Harding, head of the School of Electrical Engineering.

Hours of broadcast: No definite schedule given. *Type of broadcasts:* 35 mm film only; newsreels, comedies, and other films specially made for this purpose.

System of transmission: System developed independently at Purdue University; cathode ray tube used for receiving, while a scanning disc is employed for transmission; 35 mm film only used for broadcasts under this system; inventors are R. H. George and H. J. Heim; patents are described as being held by RCA.

Distance of reception: "This station has been heard 3,000 miles away." *Sets in area:* "Basing an estimate on reports, 150 or more amateur receivers have reproduced our pictures at one time or another."

W2XAX, NEW YORK, N. Y.

Licensee: Columbia Broadcasting System, Inc., 485 Madison Ave. *Phone:* Wickersham 2-2000. (Note: station is not constructed. Will be atop the Chrysler Tower.)

System of transmission: RCA equipment to be used (completely electronic) with an expected range of 40 miles; images will be of the 441-line type, with a frequency of 60 per second.

(Note: CBS previously—1931 to 1933—operated an experimental transmission system with 60-line images at the rate of 20 per second.)

W6XAO, LOS ANGELES, CALIFORNIA

Licensee: Don Lee Broadcasting System, 1076 W. 7th St. *Phone:* Vandike 7111. *Power (visual):* 150 watts on 45,000 kc. *Power (aural):* Uses facilities of radio station KHJ (also Don Lee-owned) which broadcasts on 900 kc. with 5,000 watts. *Station opened:* Dec. 23, 1931. (Note: For a while—Nov. 17, 1932, until Oct. 25, 1934—W6XS was operated by the same licensee.

It had 1,000 watts on 2800 kc and transmitted 80-line images.)

Director of television: Harry R. Lubcke. *Assistant director:* Wilbur E. Thorp. *For the Don Lee Broadcasting System:* Lewis A. Weiss.

Hours of broadcast: Daily except Sunday, 6:30 to 7:15 a.m.; Monday, 9 to 10 a.m.; Tuesday, 10 to 11 a.m.; Wednesday, 11 to 12 noon; Thursday, 12 to 1 p.m.; Friday, 1 to 2 p.m.; Saturday, 2 to 3 p.m. *Type of broadcast:* Short film subjects; Pathe Newsreels; Paramount Pictures; Paramount Newsreels; other films.

System of transmission: High-definition cathode ray system; 300-line definition with 24 frames per second; sawtooth-wave sequential scanning. *Patents:* Several issued, or pending, to Harry R. Lubcke.

Distance of reception: Has been measured as 58 miles "in a favorable location." Daily reception, available to the public, conducted 3¾ miles airline from the transmitter in a location behind two hills. Says W6XAO: "Because of the hills, this reception is equivalent to that conducted at a greater distance." Independent reports have come in from as far as 20 miles. *Sets in area:* No record; the station maintains two; additionally it has issued 3,000 blueprints so that interested listeners might build receivers.

W3XPF, PHILADELPHIA, PENNSYLVANIA

Licensee: Farnsworth Television, Inc., of Pennsylvania, 127 E. Mermaid Lane. *Phone:* Chestnut Hill 5966. *Power (visual):* 4,000 watts on 62,750 kc (projected). *Power (aural):* 1,000 watts on 66,000 kc (projected). *Station opened:* Under construction.

Station director: P. T. Farnsworth. *Chief engineer:* A. H. Brolly.

Hours of broadcast: Irregular for experimental work. *Type of broadcasts:* Not listed.

System of transmission: Farnsworth System; electronic type. *Patents:* Held by Farnsworth Television, Inc., 506 Crocker Bldg., San Francisco, Cal.

Distance of reception: Not listed. *Sets in area:* No records.

W9XAL, KANSAS CITY, MISSOURI

Licensee: First National Television, Inc., 106 W. 14th St. *Phone:* Harrison 5818. *Power (visual):* 100 to 150 watts on 44,000 kc (license permits a power range up to 300 watts). *Power (aural):* No aural transmitter, but license calls for 42,000 to 56,000 kc, and 60,000 to 86,000 kc, powered with 150 watts. *Station opened:* October, 1932; since Sept. 15, 1936, the current system of transmission has been in use, and an older system on 2800 kc was abandoned. (Note: W9XAL is owned and operated by the company which maintains radio station KXBY, Kansas City; experimental television programs are synchronized with the broadcasting station KXBY so that the sound is carried over KXBY as a sustaining feature titled "Television Flashes." Talent includes guest artists and staff talent, as well as visiting artists.)

Station director and manager: Sidney Q. Noel. *Chief engineer:* K. Alexander.

Hours of broadcast: 12 noon and 1 p.m. daily, except Saturday and Sunday. *Types of broadcast:* Musical and dramatic.

System of transmission: Two systems are used; one is mechanical (disc scanning); the other is completely electronic. Both are used for instructional purposes in connection with the radio-television school with which this station is affiliated.

Distance of reception: Within a 35-mile radius of the station. *Sets in the area:* No record.

W1XG, BOSTON, MASSACHUSETTS

Licensee: General Television Corp., 70 Brookline Ave. *Phone:* Com. 8512. *Power (visual):* 500 watts on 44,000 kc. *Power (aural):* None. *Station opened:* September, 1934. (Note: Same personnel operated a mechanical television station for five years.)

Station director, chief engineer: Hollis S. Baird. *Camera director:* Fred Kuehl.

Hours of broadcast: 3 to 4 p.m., Mondays to Fridays. *Type of broadcast:* Not listed.

System of transmission: RCA system (electronic); use Iconoscope camera and Kinescope image-receiver.

Distance of reception: About 20 miles. *Sets in area:* Company has issued several of its own.

W9XD, MILWAUKEE, WISCONSIN

Licensee: The Journal Co. *Power (visual):* 500 watts on 42,000-56,000 kc and 60,000-86,000 kc.

System of transmission: Disc scanning, triple spiral 45-line method; developed by Wade; equipment borrowed from Western Television Corp. *Type of broadcast:* Still pictures only.

Distance of reception: About 10 miles.

(Note: The Journal Co. owns The Milwaukee Journal, radio station WTMJ, and facsimile stations W9XAF and W9XAG.)

W2XBS, MANHATTAN, NEW YORK

Licensee: National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power (visual):* 8,000 watts on 49,500 kc. *Power (aural):* 10,000 watts on 52,750 kc. *Station opened:* April, 1928. (Note: This

station has been operated on various scanning standards since opening; NBC has also operated visual stations W2XF, W3XAK, W2XBT and W9XAP.)

President: Lenox R. Lohr. *Vice-president in charge of programs:* John F. Royal. *Program manager:* C. W. Fitch. *Production manager:* W. S. Rainey. *Chief engineer:* O. B. Hanson. *Television coordinator:* C. W. Farrier. *Development engineer:* R. M. Morris. *Television supervisor:* R. E. Shelby. *Station engineer:* T. J. Buzalski.

Hours of broadcast: No definite schedules; the work is entirely experimental and not designed to entertain amateurs. *Types of broadcasts:* Musical, sketches, comedians, fashion show, name artists.

System of transmission: RCA Television System; completely electronic; 441-line scanning standard, interlaced lines; image size, 7 by 9½ inches; black and white images produced by receivers. (Note: Further description of system involved, complete with diagrams, etc., is available via RCA Institute's Technical Press.)

Distance of reception: Good reception reported at Westport, Connecticut (40 miles). *Sets in area:* 75 check sets have been issued; this number will be increased.

W3XE, PHILADELPHIA, PENNSYLVANIA

Licensee: Philco Radio & Television Corp., Tioga & C Sts. *Phone:* Neb. 5100, extension 650. *Power (visual):* 4,000 watt peak on 49,000 kc (FCC lists power at 1,500 watts). *Power (aural):* 250 watts on 54,000 kc. *Station opened:* No date given.

Hours of broadcast: Operated for experimental development of television only.

System of transmission: Philco system; completely electronic; patent data not given out.

Distance of reception: About 10 miles.

W8XAN, JACKSON, MICHIGAN

Licensee: Sparks Withington Co., Sparks Withington Co. Plant No. 3. *Phone:* 531. *Power (visual):* 100 watts on 43,000 kc. *Power (aural):* 100 watts on 46,000 kc.

Station manager, chief engineer: H. V. Nielsen. *Publicity director:* M. Bickford.

Hours of broadcast: 3 to 5 p.m.; and 7 to 9 p.m.; at irregular intervals. *Types of broadcast:* Not listed; investigation for suitable broadcasts being made.

System of transmission: Electronic system "similar to RCA."

No other data available at time of inquiry.

W9XAT, MINNEAPOLIS, MINNESOTA

Licensee: Dr. George W. Young, WDGY Bldg. *Phone:* Cherry 3377. *Power (visual):* 500 watts on 43,000 kc. *Power (aural):* None listed in the Federal Communications Commission records; W9XAT lists 5,000 watts on 1180 kc, which is the power and frequency of radio station WDGY, also owned by Dr. George W. Young. *Station opened:* 1934.

Director: Dr. George W. Young. Names of the program director, two chief engineers and camera director are not given.

Hours of broadcast: 12:15 to 12:30 p.m. daily, except Sunday. *Types of broadcast:* Mostly vocal artists, with instrumental accompaniment.

System of transmission: Mechanical type; the line definition is 125 (triple spiral multiple discs); image frequency is 15 per second. *Patents:* Dr. Young owns patents for continuous moving 36 mm film at the rate of 24 frames per second, and scanning of 15 frames per second.

Distance of reception: Approximately 20 miles. *Sets in the area:* Five W9XAT check sets have been issued.

TELEVISION FUTURE AND DIFFICULTIES

Future prospects of television, as well as the difficulties still standing in its way, were summed up thus by David Sarnoff, president of the Radio Corporation of America (stockholder's report, April 6, 1937):

"The requirements of a (U.S.) nationwide television service must be viewed from the standpoint of eventual coverage of more than three million square miles of territory with approximately 130 million inhabitants. The size of this problem is much more formidable here than is the case, for example, in England, where the area is small and the population is concentrated. . . .

"Technically, the art of television needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nationwide television service. In addition to these practical considerations, there is the further problem of developing studio and program technique to meet the requirements of such a revolutionary form of public entertainment, information and education. The program service will be costly. . . ."

TELEVISION PROGRAMS

The following programs and program types have been used thus far by U. S. experimental television stations. These descriptions are intended to supplement the write-ups of the stations themselves.

W6XAO
(Don Lee)

Test subjects; short film subjects; earthquake scenes (March 10, 1933); World Wide Pictures—"The Crooked Circle"—March 23, 1933; Pathe newsreels, April 4, 1933 (178 issues—changed twice weekly).

Also (beginning Aug. 24, 1933), the following Paramount feature pictures: "The Texan"; "The Mighty"; "Western Stars"; "True to Navy"; "Young Eagles"; "Shadow of the Law."

"Studio Murder"; "Only the Brave"; "Thunderbolt"; "Benson Murder"; "Blonde Venus"; "Love Me Tonight"; "Madame Butterfly"; "Song of the Eagle"; "If I Had a Million"; "A Farewell to Arms."

"The Phantom President"; "The Way to Love"; "Pick Up"; "Hot Saturday"; "Madison Square Garden"; "Trouble in Paradise"; "Devil Is Driving"; "Luxury Liner"; "Hello, Everybody"; "Woman Accused."

"A Lady's Profession"; "A Bedtime Story"; "I Love That Man"; "Eagle and the Hawk"; "The Girl in 419"; "Three Cornered Moon"; "One Sunday Afternoon"; "This Day and Age"; "Torch Singer"; "Too Much Harmony"; "I'm No Angel."

"Tillie and Gus"; "The Way to Love"; "Take a Chance"; "Cradle Song"; "Duck Soup"; "Sitting Pretty"; "Eight Girls in a Boat"; "Alice in Wonderland"; "Miss Fane's Baby Is Stolen"; "His Double Life"; "Search for Beauty"; "Six of a Kind"; "Melody in Spring"; "Thirty Day Princess."

"Little Miss Marker"; "Belle of the Nineties"; "The Great Flirtation"; "The Old Fashioned Way"; "Elmer and Elsie"; "Shoot the Works"; "Here Comes the Groom"; "The Scarlet Empress"; "You Belong to Me"; "Pursuit of Happiness"; "Lemon Drop Kid"; also 48 Paramount short subjects.

Stanford-U.S.C. football game (Nov. 11, 1933) presented three hours and 45 minutes after close of game.

Visual announcements of motorcycle races for charity, Los Angeles Coliseum (Jan. 28, 1934).

Paramount newsreels — 48 — two per week, beginning Sept. 1, 1936.

"Empire of the West," March 18, 1937.

W9XAL

Program titles used so far: "Television Flashes"; "Pictures on the Air"; "Tomorrow Today"; "Leaping Out"; "Seeing Is Believing"; "Hear-See"; and "All the World's a Stage."

Talent used so far:

Emile Chaquette, violinist, orchestra leader, musical conductor. *Dorothy Chaquette*, singer, dramatics, production work; *Estela Gaxiola*, singer, dramatics; *Darwin Curteman*, singer; *Zerlina Nash*, musical and dramatic work; *Judy Conrad*, orchestra leader, pianist, arranger, composer.

W2XBS
(NBC)

The following talent has appeared over NBC's television broadcasts:

Eddie Green and partner; Henry Hull; Pickens Sisters; Ed Wynn and *Graham McNamee; Lucille Manners* and *Walter Cassel; Jack & Loretta Clemens; Mario Cozzi; Eton Boys; Phil Duey; Kiriloff and his Russians; Grace and Eddie Albert; Southernaires; Richard & Robert Butterfield; Hildegarde; Vass Family; Bill Robinson; Revellers Quartet; Betty Goodwin (announcer); Dunninger; Jessica Dragonette; Ink Spots; Armand Tokatyan; Irvin S. Cobb; Dorothy Page; Clarence Muse; Ramona; Jean Sablon; Oswald Mazzucchi and Laura Newell; Chu-Chu Martinez and His South Americans; Hanna Klein and Pauline Gilbert.*

The following sketches, etc. have been presented:

"Tobacco Road" excerpts; "If Men Played Cards As Women Do" (sketch); "Just Married"; fashion show; "The Trailing Arbutus Nature Study Club" (sketch); "The Maid's Night Out" (sketch).

W9XAT

The following programs have been presented: "Running the City of Minneapolis"; also virtually every type of program broadcast via WDGY, Minneapolis (owners of W9XAT), except those requiring more than six people to a unit.

Some of the talent used: *Al Salin*, banjoist; *James Paulist*, violinist; and the *Jackson Trio*.

FACSIMILE

By way of a compendium on facsimile, very little material presents itself at the current writing. Some experimenting has been, and is going on, but the results are better suited to the eye of the engineer than the average member of the radio industry.

Four facsimile stations are experimentally licensed by the Federal Communications Commission. They are:

W9XAF, owned by the Milwaukee Journal (WTMJ), and operating on 41,000 kc with 500 watts power.

W9XAG, likewise owned by the Milwaukee Journal, and utilizing 1,000 watts on 1,614 kc (the 2398, 3492.5, 4797.5, 6425 and 8655 kc bands have been reserved for the station).

W7XBD, owned by the Oregonian Publishing Co., Portland, and operating at 1,000 watts on 1614 kc (the 2398 and 3492.5 bands have also been reserved for this station).

W2XBH, owned by Radio Pictures, Inc., Long Island City, New York, operating on 500 watts on 1614, 2012-2398, 23,100-41,000, and 86,000-400,000 kc.

Additionally, the Radio Corporation of America (RCA) has engaged with success in the transmission of point-to-point pictures since 1924 and is currently experimenting further. Also prospecting is Transradio Press, which to date has not divulged its results.

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Frequency and Power		Call		
kc	kw	Letters	Licensee	Location
6040	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
6040	2.5	W4XB	Isle of Dreams Broadcasting Corp....	Miami Beach, Fla.
6060	10	W3XAU	WCAU Broadcasting Co.....	Newton Square, Pa.
6060	10	W8XAL	The Crosley Radio Corp.....	Mason, Ohio
6080	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
6100	35	W3XAL	National Broadcasting Co., Inc.....	Bound Brook, N. J.
6100	10	W9XF	National Broadcasting Co., Inc.....	Downer's Grove, Ill.
6120	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
6140	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
9530	40	W2XAF	General Electric Company.....	Schenectady, N. Y.
9570	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
9570	10	W1XK	Westinghouse Elec. & Mfg. Co.....	Millis, Mass.
9590	10	W8XAL	The Crosley Radio Corp.....	Mason, Ohio
9590	10	W3XAU	WCAU Broadcasting Company.....	Newtown Square, Pa.
11790	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
11830	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
11830	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
11870	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
15210	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
15250	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
15270	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
15330	25	W2XAD	General Electric Company.....	Schenectady, N. Y.
17760	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
17780	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
17780	35	W3XAL	National Broadcasting Co., Inc.....	Bound Brook, N. J.
17780	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
17780	10	W9XF	National Broadcasting Co., Inc.....	Downer's Grove, Ill.
21460	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
21520	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
21540	40	W8XK	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.

UNIONS

DEVELOPMENTS OF 1937

Unionization of various branches of the broadcasting industry became a major trend during 1937. As the VARIETY RADIO DIRECTORY goes to press, further assertions of that trend, plus a fluid aspect of the entire radio-unionization picture, appear to be the norms.

American Federation of Musicians

Biggest and oldest of the unions affecting radio is the American Federation of Musicians, whose manifold branches touch on virtually every live talent program broadcast. In a list appended to this resume appears this union's complete setup. The AF of M is an American Federation of Labor (AF of L) affiliate.

It does not operate under any set union scale of wages and hours, equally binding on all sections of the United States. Rather the procedure—to describe it loosely—is a plan whereby each local branch of the union sets wages and hours for the territory under its jurisdiction. Amended plans, whereby national headquarters would set the pay-hour scales, have been mentioned; but to date the old scheme of local autonomy in such matters still pertains.

In addition to affecting live talent broadcasts, the American Federation of Musicians has lately also been attempting regulatory measures in the field of electrical transcriptions. The theory behind this move, as explained by the union, is that one recording (representing one payment to an orchestra) later tends to eliminate work of other musicians, because the recording can again and again be played. Ergo, under the leadership of the Chicago local (headed by James C. Petrillo), a movement has been started to force a radio station to employ as many stand-by musicians as were employed in making the original recording. This tendency was described in VARIETY thus (March 31):

> Some 40 locals of the American Federation of Musicians have expressed sympathy for the movement started by James C. Petrillo of the Chicago Federation of Musicians to forbid the playing of recorded music on the radio stations in their various jurisdictions, unless there are as many stand-by musicians employed by the broadcasting studio as were used in the original making of the disc (i.e., recording). . . .
>
> Among the cities which have said that they will insist on stand-by musicians are San Antonio, Pittsburgh, Butte, Superior, St. Louis, Canton, San Francisco, Jersey City, Boston, Bangor, Akron, Wheeling, Mason City, Atlanta, Omaha, Baltimore, Denver, Minneapolis, Rochester, Wichita Falls, Waterloo, Mobile, Louisville, Billings, Indianapolis, Milwaukee, Seattle and Philadelphia.

The movement described above has subsequently continued. In New York City the following happened (VARIETY, June 2):

> The executive board of the New York musicians' union has cleared decks for drastic action on the use of recordings in radio and other media at the forthcoming convention of the American Federation of Musicians.

After drawing up a set of resolutions on the recording issue for submission to the AF of M meeting, the Local 802 board instructed band leaders to refrain from making any sort of recording contract without first submitting the papers to the union. . . .

The outcome of these actions, either locally or nationally, remain undecided matters as the VARIETY RADIO DIRECTORY goes to press.

ARTA and IBEW

Two unions which rose into some prominence in radio broadcasting during 1937, and are classifiable as brand new developments, are the American Radio Telegraphers' Association (ARTA) and the International Brotherhood of Electrical Workers (IBEW). These unions concern themselves chiefly with "panelmen" (i.e., station engineers).

Of the two, the IBEW is an old American Federation of Labor union. It did not concern itself much about radio (although prominent in stage and screen affairs) until in the spring of 1937 the ARTA group, said to have CIO leanings, sought to telescope out IBEW Local No. 97 (New York) and make a drive for radio unionization. Between the ARTA's own original members, and such as crossed over from the IBEW No. 97, a sizable group was formed which began making contracts with stations in and around New York.

Following this maneuver, a separate drive was started by the IBEW. These two tendencies are currently in the process of strengthening. Further information about the various locals, officers, etc., of these two groups are herein omitted due—again—to the newness of the developments and the characteristic state of flux in the total picture.

American Guild of Radio Announcers and Producers

A fourth union—as yet unaffiliated with either AF of L or CIO—is the American Guild of Radio Announcers and Producers (AGRA). The president is Roy Langham, and the group's initial contract was signed with the Columbia Broadcasting System the last of May. The terms were thus described (VARIETY, June 2):

> Agreement with CBS on its New York division is for five years, and permits either side to call for a revision at the end of the first nine months. Any dispute that can't be settled between them at that time will be submitted to arbitration, with the decision from that score being final and binding. CBS pledges itself not to reopen the question of the closed shop during the run of the covenant, nor to have anything to say about the Guild's outside affiliations.
>
> Members of the Guild will work under a basic five-day, 40-hour week, with time and a half for overtime. A minimum of $50 per week has been provided for staff announcers, with a scale of increase which over a period of five years will raise this basic figure to $65. In the case of producers (asst. directors) the basic rate is $85, with automatic increases stipulated over a period of seven years. Any of the minimums are open to adjustment at the end of nine-month intervals.
>
> While the producers' income is restricted to what they get from the network, staff announcers will collect a minimum of $5 from commercial programs, but the time so consumed will not be deductible from the required 40-hour week. In other words, if an announcer has 20 hours of commercial programs and sustaining hours he will, if he works no more than 40 hours that week, be entitled to only half of his regular salary, plus whatever fees paid him by advertisers.

"Inside" Unions

By way of a fifth classification of unions may be mentioned the various "inside" unions operating only within the confines of a single organization or station, and not overtly planning any expansion. Among such is an NBC engineers' group. Other groups, of like nature, have arisen within other local fields.

IATSE and Equity

Also in the domain of radio, especially in larger cities, is the International All Theatrical Stage Employees Union. Its field cuts across visual broadcasts presented in theatres, etc., and lately a contemplated drive on the part of Actors' Equity to organize radio players has become apparent.

AMERICAN FEDERATION OF MUSICIANS

International officers of the A. F. of M. for the United States and Canada are:
President: Joseph N. Weber, 1450 Broadway, New York City.
Vice-president: C. L. Bagley, 720 Washington Building. Los Angeles, Calif.
Secretary: Fred W. Birnbach, 39 Division St., Newark, N. J.
Financial secretary-treasurer: H. E. Brenton, Box B, Astor Station, Boston, Mass.
Executive committee: C. A. Weaver, 616 Insurance Exchange, Des Moines, Iowa; A. C. Hayden, 1011 B St., S. E., Washington, D. C.; John W. Parks, 1105 Allen Building, Dallas, Texas; James C. Petrillo, 1039 N. Austin Boulevard, Chicago, Ill.; Walter M. Murdoch, 42 Coady Ave., Toronto, Canada.

Local chapters of this union in those cities having radio stations are:

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
1	**Cincinnati, Ohio** Musicians' Protective Association Pres., Oscar F. Hild, 206 Atlas Bank Bldg., 524 Walnut st. Sec., V. L. Hofmann, 206 Atlas Bank Bldg., 524 Walnut st.	Twenty miles.
2	**St. Louis, Mo** Musicians' Mutual Benefit Association Pres., Samuel P. Meyers, 3535 Pine st. Sec., Clarence E. Maurer, 3535 Pine st. **(Subsidiary Local)** Pres., Eligah W. Shaw, 3912 Finney av. Sec., Winston Walker, 3912 Finney av.	Fifteen miles. Fifteen miles.
3	**Indianapolis, Ind** Musicians' Protective Association Pres., John Goll, 4246 College av. Sec., A. Hammerschlag, Room 105, 136 North Delaware.	Ten miles.
4	**Cleveland, Ohio** Musical Mutual Protective Association Pres., Milton W. Krasny, 2200 E. 21st st. Sec., Elmer H. Wahl, 2200 E. 21st st.	All of Cuyahoga County; east to Willowick Country Club; Geauga Lake Park in Geauga County and 17 miles south to reach the jurisdiction of Local 24, Akron, Ohio.
5	**Detroit, Mich** Federation of Musicians Pres., Albert Luconi, 5562 Second Blvd. Sec., George V. Clancy, 5562 Second Blvd.	All of Wayne and Macomb Counties, Michigan, including all that portion of Oakland County lying south of the fourteen-mile road.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
6	**San Francisco, Calif.** Musicians' Union Pres., Walter A. Weber, 230 Jones st. Sec., Eddie B. Love, 230 Jones st. **Branch No. 1, Oakland, Calif.** Sec., Albert Morris, 12th & Washington sts.	Includes San Francisco, Oakland, Alameda, Berkeley, Fruitvale, Melrose, Mill Valley, Elmhurst, San Rafael, San Anselmo and Palo Alto, Calif.
8	**Milwaukee, Wis.** Musicians' Association Pres., V. Dahlstrand, 1228 North 44th st. Sec., Roland Kohler, 1714 North 12th st.	Ten miles; includes South Milwaukee and Cudahy.
9	**Boston, Mass.** Musicians' Protective Association Pres., George Gibbs, 56 St. Botolph st. Sec., Morris Galben, 56 St. Botolph st.	Boston proper, Revere, Malden, Melrose, Stoneham, Medford, Winchester, Arlington, Winthrop, Chelsea, Everett, Somerville, Belmont, Waltham, Wakefield, Lexington, Cambridge, Watertown, Brighton, all the Newtons, Riverside, Brookline, Dedham, Hyde Park, Milton and Blue Hill Reservation, Quincy, Braintree, East Braintree, Hull, Nantasket (Beach and Reservation included), Reading, all islands in Boston Harbor.
10	**Chicago, Ill.** Federation of Musicians Pres., James C. Petrillo, 1039 N. Austin blvd. Sec., E. A. Benkert, 175 W. Washington st.	Cook County, other than the jurisdiction of Local 48, Elgin, Ill., and continues along the shores of Lake Michigan north of Cook County as far as the southern boundary of Fort Sheridan.
11	**Louisville, Ky.** Musicians' Mutual Protective Association Pres., George P. Laffell, Kentucky Hotel. Sec., A. W. Stuebling, 812 So. Second st.	Fifteen miles and including New Albany and Jeffersonville, Ind.
12	**Sacramento, Calif.** Musicians' Protective Union Pres., Jack Alderson, 3540 Folsom Blvd. Sec., E. R. Drake, 813½ Jay st.	A radius of 25 miles and all of Sacramento County.
13	**Troy, N. Y.** Troy Musical Union Pres., Ralph W. Eyclesheimer, 507 Grand st. Sec., Ernest A. Martin, 886 Fourth av.	Ten miles which includes Troy, Greater Troy, Cohoes, Waterford, Watervliet, Green Island, Menands Cemetery, West Sand Lake and Sand Lake.
14	**Albany, N. Y.** Musical Union Pres., Frank Walter, 11 Barrow st. Sec., Harry J. Seaman, 85 Beaver st.	North to Schuyler Ridge, where Local No. 13 begins; west, 8 miles, where Schenectady jurisdiction begins; east, to Rensselaer and Electric Park. All territory south of Albany to and including the Townships of Durham, Greenville and Coxsackie, where the jurisdiction of Local No. 215, Kingston, N. Y., ends.
15	**Toledo, Ohio** Musical Protective and Benevolent Assn. Pres., John C. Hahn, 1936 Linwood av. Sec., Hal Carr, 419 Gardner Bldg.	Fifteen miles, including Rossford, Maumee, Perrysburg, Waterville, Toledo Beach, West Toledo, Point Place, Inverness and Country Clubs, Luna Pier and Woodville Gardens, La Salle, Vollmers, Forest, Hickory, Willow Beach and Parkers Parks, and intermediate points.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
16	**Newark, N. J.** Musicians' Mutual Protective Union Pres., Selig Finkelstein, 401 Plane st. Sec., Matty Franklin, 401 Plane st. **Branch No. 1, Fife and Drum Corps** Pres., John B. Chenoweth, 448 Summer av. Sec., Michael A. McCann, 288 Broad st., Bloomfield, N. J.	Newark, East Newark, North Newark, Nutley, Belleville, Arlington, North Arlington, Harrison, Kearny, Hilton, Maplewood, Irvington, Wyoming, Millburn, Short Hills, Summit, Orange, East Orange, South Orange, West Orange, Livingston, Roseland, Cedar Grove, Caldwell, Verona, Montclair, Upper Montclair, Glen Ridge, Brookdale and Bloomfield (all in New Jersey)
17	**Erie, Pa.** Musicians' Protective Association Pres., Oscar L. Nutter, 61 Kellog st. Sec., S. G. Anderson, 531 French st.	Twenty-five mile radius, excepting Cambridge Springs.
18	**Duluth, Minn.** Duluth Muscians' Association Pres., Walter E. Lange, 1608 Jefferson st. Sec., Roy H. Flaaten, 301 Glencoe Bldg.	Thirty-five miles.
19	**Springfield, Ill.** Musicians' Association Pres., Frank E. Leeder, 841 S. Glenwood av. Sec., L. Kent Kyes, 320 South Fourth st.	Ten miles.
20	**Denver, Colo.** Musical Protective Association Pres., Michael Muro, 616 Kittridge Bldg. Sec., Chas. C. Keys, 616 Kittridge Blgd.	Twelve miles from the city limits, and to include Grand Lake and Denver Mountain Park System and all other lands embraced within townships 3, 4, 5 and 6 south, ranges 69, 70, 71, 72, 73 and 74 west of the 6th Principal Meridian.
23	**San Antonio, Texas.** Musicians' Society Pres., John H. Anderson, 2422 W. Travis st. Sec., R. S. Atchison, 126 North st.	Fifty miles.
24	**Akron, Ohio.** Musicians' Protective Association Pres., A. C. Light, 42 S. Adams st. Sec., Logan O. Teagle, 311-312 Everett Bldg.	A radius of 17 miles in each direction except on the south, which is 10 miles, and on the west, which is 15 miles.
25	**Terre Haute, Ind.** Musicians' Association Pres., Herman A. Diekhoff, 515 N. 14th st. Sec., Paul D. Johnson, 1508 S. 11th st.	All of Vigo County.
26	**Peoria, Ill.** Peoria Federation of Musicians Pres., Wm. F. Groover, 600 Fourth av. Sec., J. D. Edie, 505 Monson st.	Ten miles.
30	**St. Paul, Minn.** Musicians' Protective Union Pres., E. W. Winter, 1376 Summit av. Sec., Edward Ringius, 436 Wabash st.	City of St. Paul, including Inver Grove, Fort Snelling, Merriam Park, Como Park, Wildwood, White Bear, St. Paul Park, Tanner Lake, Snail Lake, Long Lake and Lake Josephine, State Fair Grounds and Lake Owasso; also South St. Paul, North St. Paul and Mendota.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
32	**Anderson, Ind** Musicians' Protective Association Pres., C. L. Mason, 1327 Ohio av. Sec., John F. Niblock, 2716 Lynn st.	Ten miles.
34	**Kansas City, Mo** Musicians' Association Pres., Floyd D. Zook, 4420 Prospect av. Sec., Fred. S. Joste, 1017 Washington st.	Thirty miles, and to include Excelsior Springs, Mo.
35	**Evansville, Ind** Musicians' Association Pres., Herman Drier, 727 W. Illinois st. Sec., Bert Reed, 516 E. Cherry st.	Ten miles, including Henderson, Ky.
36	**Topeka, Kans** Musical Association Pres., Otto L. Rahn, 207 Kendall av. Sec., V. L. Knapp, 1116 Taylor	Ten miles.
37	**Joliet, Ill** Musicians' Protective Union Pres., Elmer Brockway, 104 Park Road Sec., J. S. Simpson, 103 S. Prairie av.	Monooka, Plattsville, Mokena, Frankport and Manhattan
38	**Richmond, Va. (colored)** Musicians' Protective Union Pres., Roy F. Johnson, 1200 Oak st. Sec., Leroy Wyche, 510½ N. Third st.	Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville and Basic City.
40	**Baltimore, Md** Musical Union of Baltimore City Pres., Oscar Apple, 1828 Walbrook av. Sec., J. Elmer Martin, 847 Hamilton ter.	Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md., and Howard, Carroll, Anne Arundel, Baltimore and Hartford Counties, Md.
41	**Johnstown, Pa** Musical Society Pres., C. C. Cutteridge, 744 Sherman st. Sec., Edgar T. Callio, 210 Blaine st.	Ten miles.
42	**Racine, Wis** Musicians' Union Pres., Erwin Sorenson, 1117 Augusta st. Sec., W. Clayton Dow, 1254 Arthur av.	All of Racine County.
43	**Buffalo, N. Y** Musicians' Protective Association Pres., Harry C. Davis, 114 Saranac av. Sec., John F. Hassler, 2 Sycamore st.	Ten miles and Lancaster, Depew, Bomansville, Townline, Clarence, Elma, Alden, Gardenville and Crystal Beach, Ontario.
47	**Los Angeles, Cal** Musicians' Mutual Protective Association Pres., Frank D. Pendleton, 1417 Georgia st. Sec., F. W. Forbes, 1417 Georgia st.	Twenty-five miles and Catalina Island.
50	**St. Joseph, Mo** Musicians' Association Pres., J. M. Bova, 704 N. 10th st. Sec., H. A. Rensch, Empire Trust Bldg.	Ten miles, and including St. Joseph, Savannah and Amazonia, Mo., and Elwood and Wathena, Kans.
51	**Utica, N. Y** Musicians' Protective Union Pres.. Stanley D. Jones, 1125 Brinckerhoff av. Sec., O. C. Bergner, 1501 Kemble st.	West to and including Oriskany, east to Frankfort, north 15 miles, including Trout Brook Inn and Three Islands Inn, and south fifteen miles.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
53	**Calgary, Alta., Canada** Musicians' Association Pres., W. R. Herbert, 24 Argyle court Sec., Wm. Morris, Room 5, Labor Temple	North to but not including Red Deer, east to Drumheller, south to the international boundary and west to Field.
54	**Zanesville, Ohio** Musicians' Protective Association Pres., Ray McElfresh, 929 Munson av. Sec., Louis C. Roberts, 743 Monroe st.	Half way between Zanesville and Coshocton, north; Roseville, south; Cambridge, east; Newark, west.
56	**Grand Rapids, Mich** Musicians' Protective Association Pres., Robt. C. Wilkinson, 232 Fitz, S. W. Sec., Leon Knapp, 211 Monroe St., N. W.	Ten miles.
58	**Fort Wayne, Ind** Musical Protective Association Pres., H. James Flack, 1324 Colerick st. Sec., Robt. A. Jellison, Rooms 504-505 Citizens Trust Bldg.	Ten miles.
60	**Pittsburgh, Pa** Musical Society Pres., Clair E. Meeder, 810 Penn av. Sec.. Chas. A. Graffelder, 810 Penn av.	Entire County of Allegheny.
62	**Trenton, N. J** Trenton Musical Association Pres., John E Curry, Jr., 703 W. State st. Sec., Alvah R. Cook, 620 Lafayette av.	Trenton, N. J., with ten-mile radius, and extended territory, taking Hightstown (14 miles), Lambertville (16 miles), New Hope (15 miles); within radius of ten miles there are Morrisville, Bristol, Newton, Yardley, Tullytown, Pa.; Bordentown, Lawrenceville, Hamilton Square and Allentown, N. J., and a few smaller villages.
63	**Bridgeport, Conn** Musicians' Union Pres., Jesse Greenwald, 55 Garfield av. Sec., J. H. Schmidt, 176 Cedar st.	Fairfield, Southport, Stratford, Long Hill, Stepney, Milford and Bridgeport.
65	**Houston, Texas** Musicians' Protective Union Pres., H. B. Amick, Route 2, Box 502 Sec., E. E. Stokes, 621 Kress Bldg.	Harris County and extending to and including Missouri City and Sugarland in Ft. Bend County.
66	**Rochester, N. Y** Musicians' Protective Association Pres., Leonard Campbell, 81 Clinton av., N. Sec., Harry Waterhouse, 81 Clinton av., N.	Ten mile radius; westward, shore of Lake Ontario, including Manitou Beach, Churchville Park and the Barn at Leroy; eastward, including Nine Mile Point; southwest, Conesus Lake and one-half mile bordering lake.
67	**Davenport, Iowa** Tri-City Musical Society Pres., Arthur A. Petersen, 426 West Locust st. Sec., Al. B. Woeckener, 310 Security Bldg.	Davenport, Bettendorf, Iowa; Rock Island, Moline, East Moline and Silvis, Ill., and a radius of fifteen miles.
69	**Pueblo, Colo** Musicians' Protective Union Pres., J. D. Byrne, 1508 Lake av. Sec., Jack Balfe, 206 N. Main st.	Twenty-five miles north; sixty-five miles east, including La Junta, and fifty miles west and south.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
70	**Omaha, Neb** Musicians' Association Pres., Ernest Nordin, Sr., Room 201 Mickel Bldg. Sec., P. J. Christman, Room 201 Mickel Bldg.	Ten miles.
71	**Memphis, Tenn** Memphis Federation of Musicians Pres., W. A. Ward, 2006 Cowden Sec., R. L. Lesem, 89 Beale av.	Twenty-five miles and to include Marion, West Memphis and Crawfordsville.
72	**Fort Worth, Texas** Musicians' Protective Union Pres., Woods C. Moore, 108½ E. Sixth st. Sec., Woods C. Moore, 108½ E. Sixth st.	Eighteen-mile radius, and to the Dallas-Tarrant County line on the east, and including Mineral Wells.
73	**Minneapolis, Minn** Musicians' Association Pres., George E. Murk, 32 Glenwood av. Sec., Stanley Ballard, 32 Glenwood av.	Hennepin County, which embraces the entire Lake Minnetonka district; also St. Louis Park, Hopkins and Robbinsdale.
74	**Galveston, Texas** Musicians' Protective Union Pres., Felix Stella, 714 17th st. Sec., John Ragone, 1306 Avenue K	All of Galveston County.
75	**Des Moines, Iowa** Musicians' Association Pres., Walter G. Samuels, 3815 Fifth st. Sec., Claude E. Pickett, 221 Jewett Bldg.	Twenty miles, including Ankeny, Polk City, Sycamore Park, Grimes, Bondurant, Altoona, Mitchellville, Avon Lake, Indianola, Cummings, Van Meter, Waukee and Hollywood Club.
76	**Seattle, Wash** Musicians' Association Pres., O. R. McLain, 1927½ Fifth av. Sec., J. J. Curley, 1927½ Fifth av.	Twenty miles, including Bremerton, Port Orchard and Charleston.
77	**Philadelphia, Pa** Musicians' Protective Association Pres., Americo A. Tomei, 120 N. 18th st. Sec., A. Rex Riccardi, 120 N. 18th st.	Ten miles on the east, embracing Camden and extending to Medford Lakes, N. J.; south, to Chester; north, to Bristol and half way to West Chester on the west and the summer resorts of Wildwood, Avalon, Sea Isle City, Beach Haven and Corsons Inlet, N. J.
78	**Syracuse, N. Y** Musicians' Protective Association Pres., Carl L. Bly, 261 W. Borden av. Sec., Geo. F. Wilson, 216 Dillaye Bldg.	Includes Syracuse, East Syracuse, Minoa, Manlius, Fayetteville, Edwards Falls, North Syracuse, Cicero, South Bay, Boysens Bay, Bewerton and all resorts on Onondaga Lake, Solvay, Camillus, Marcellus, Nedrow and Three Rivers.
80	**Chattanooga, Tenn** Musical Society Pres., George Rodgers, care Burkart-Schier Chemical Co. Sec., Ed. Carter, 10 E. Seventh st.	Fifty miles.
83	**Lowell, Mass** Musicians' Union Pres., Henry Lavigueur, 428 High st. Sec., Frank B. McCashin, 194 Ludlam st.	Cities of Lowell and Woburn, towns of Wilmington, Burlington, Billerica, Tewksbury, Chelmsford, Tyngboro, Westford, Dracut, Pelham, Carlisle.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
85	**Schenectady, N. Y.** Musical Union Pres., Earl Shear, 2314 Broadway Sec., Sid De Feo, 221 Elm st.	Ten miles; includes Burnt Hills, Ballston Lake, Scotia, Rotterdam, Pattersonville, Village of Niskayuna, Rexford, Alplaus, Carmen, Karner and Mariaville.
86	**Youngstown, Ohio** Musicians' Protective Union Pres., Harry M. Dunspaugh, 1233 Elm st. Sec., Benj. J. Seaman, Renner Block, 33 N. Hazel st.	Ten miles, including Yankee Lake and Craig Beach Park, but not to include Niles (five miles given to Local No. 118 of Warren, Ohio).
89	**Decatur, Ill.** Musical Union Pres., Chas. P. Housum, 823 N. Church st. Sec., Geo. E. Weatherby, 223 N. Main st.	Ten miles.
94	**Tulsa, Okla.** Musicians' Protective Union Pres., Lee Roy Duffy, 3502 E. 12th Pl. Sec., Grafton J. Fox, 911 S. Ellwood av.	Thirty miles; including Bristow, Barnsdall, Haskell, Hominy, Cushing, Drumright, Oilton, Pawhuska and Shamrock.
95	**Sheboygan, Wis.** Musicians' Association Pres., Harvey Glaeser, 818 Jefferson av. Sec., William Haack, 1419 Jefferson av.	All of Sheboygan County, that part of Ozaukee County lying in a twenty-mile radius of Sheboygan, and that part of Manitowoc County that lies within a fifteen-mile radius of Sheboygan, including Cedar Lake.
99	**Portland, Ore.** Musicians' Mutual Association Pres., Herman Kenin, 821 S. W. Fourth av. Sec., L. D. Staats, 821 S. W. Fourth av.	Twenty miles.
101	**Dayton, Ohio** Musicians' Protective Union Pres., George Becker, 1648 Meriline av. Sec., P. Culvertson, 303 Canby Bldg.	Ten miles.
102	**Bloomington, Ill.** Federation of Musicians Pres., Wm. Peterson, 14 Maizefield av. Sec., Vincent Dornaus, 910 S. Madison st.	Ten miles.
103	**Columbus, Ohio** Federation of Musicians Pres., Arthur E. Streng, 66 E. Broad st. Sec., E. C. Kershaw, 66 E. Broad st.	Ten miles.
104	**Salt Lake City, Utah** Federated Musicians Pres., Guy W. Heric, 53 Redondo av. Sec., James Foley, 44½ South Main st.	All of Salt Lake County and that portion of Davis County as far north as Lagoon.
105	**Spokane, Wash.** Musicians' Association Pres., Dudley Wilson, Ridpath Hotel. Sec., R. L. McMullen, 522 W. Sprague av.	Ten miles, and to include Liberty Lake, Newman Lake and Medical Lake.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
107	**Ashtabula, Ohio** Musicians' Protective Association Pres., Lloyd G. Davis, Mutual Bank Bldg., Conneaut, Ohio Sec., Tom L. Smith, Mutual Loan Bank Bldg., Conneaut, Ohio	Fifteen miles.
110	**Hutchinson, Kans.** Musicians' Protective Association Pres., A. R. Ashley, 516 W. Seventh st. Sec., H. C. Stephenson, P. O. Box 145.	Ten miles.
111	**Canton-Massillon, Ohio** Musicians' Protective Association Pres., Paul S. Herrnstein, 339 Harrison av., N. W. Sec., C. C. Weeks, 1640 Woodland av., N. W.	North, 12 miles; east, 9½ miles; south, to the Carroll County-Tuscarawas County line, including all of the Village of Magnolia; west, 10 miles west of Massillon city limits.
112	**Danville, Va.** Musicians' Protective Union Pres., Clarence Cowan, Stonewall Barber Shop Sec., Frank M. Fowler, 312½ Main st.	Danville, Martinsville, South Boston, Clarksville, Chatham, Gretna and Altavista in Virginia; and Roxboro, Henderson, Oxford, Reidsville and Leaksville in North Carolina.
114	**Sioux Falls, S. D.** Musicians' Union Pres., A. K. Bailey, 708 N. Summit av. Sec., Burton S. Rogers, 625 S. Phillips av.	Ten miles.
115	**Olean, N. Y.** Musicians' Protective Union Pres., Samuel Matzner, 113 N. 17th st. Sec., Jas. R. Silvernail, 128 N. First st.	Allegany, 3 miles; Hinsdale, 7 miles; Portville, 6 miles; Rock City, 7 miles, and Weston, 3 miles.
116	**Shreveport, La.** Musicians' Protective Union Pres., Ernest Hatley, Y. M. C. A. Sec., P. W. Lee, P. O. Box 507.	Fifteen miles.
117	**Tacoma, Wash.** Musicians' Mutual Protective Union Pres., George S. Johnson, 316 S. "K" st. Sec., Jos. E. Rausch, 1109½ A st.	Ten miles.
119	**Quebec, P. Q., Canada** Musicians' Protective Union Pres., L. Crepault, 64 Maisonneuve Sec., Claud Richardson, 11 Burton	Ten-mile radius, and to include Latuque, Chicoutimi, Murray Bay, Riviere Du Loup and Montmagny.
120	**Scranton, Pa.** Musicians' Protective Association Pres., Allan Lawrence, 311 Adams av. Sec., J. T. Harris, 313 Adams av.	Scranton, Taylor, Old Forge, Minouka, Moosic, Avoca, Duryea, Moscow, Olyphant, Throop, Peckville, Jessup, Clark, Summit, Dalton, Factorville, Delmore and Elmhurst, all in ten miles east to Pittston; west to Archibald; north to Dalton; south to Mt. Pocono.
123	**Richmond, Va.** Musical Protective Association Pres., Frank P. Cowardin, 125 N. 8th st. Sec., Carl N. Wallnau, 203 W. Grace st.	Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville, Basic City.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
124	**Olympia, Wash** Musicians' Protective Union Pres., Arthur R. Kinney, Jr., 113 N. Pear st. Sec., Ray W. Walker, 1057 Capitol Way.	Ten miles, but not to intrude on the jurisdiction of a local previously chartered.
125	**Norfolk, Va** Musicians' Protective Association Pres., Frank Lo Furno, 1904 DeBree av. Sec., Sam Silberman, 314 W. 17th st.	Counties of Princess Anne, Norfolk, Nansemond, Isle of Wight, Southampton, Sussex to the town of Waverly and territory in Surrey County east of a line drawn from Waverly to Scotland.
127	**Bay City, Mich** Federation of Musicians Pres., James Gates Sec., B. F. Shephard, 216 N. Monroe	Six miles.
134	**Jamestown, N. Y.-Warren, Pa** Jamestown-Warren Musicians' Assoc. Pres., Hugh Lambert, 22 Bush st., Jamestown, N. Y. Sec., George Callison, 101 Gokey Bldg., Jamestown, N .Y.	A radius of 15 miles of Jamestown, including all points on Chautauqua Lake as Celeron, Lakewood, Stow, Chautauqua Assembly Grounds, Mayville, Point Chautauqua, Midway Park, Maple Springs, and Bemus Point, and a radius of 20 miles from Warren, Pa.
135	**Reading, Pa** Musicians' Protective Association Pres., F. L. Diefenderfer, 605 N. Fifth st. Sec., Edw. A. Glicker, 1950 Perkiomen av.	To the north, 18 miles to include Mohrsville, Schoemakersville and Hamburg; to the south and east, 10 miles, including Birdsboro; to the west and northwest, 14 miles and including Womelsdorf and Bernville and all South Mountain summer resorts.
136	**Charleston, W. Va** Musicians' Union Pres., Geo. Crumb, 1537 Washington st. Sec., R. Blumberg, P. O. Box 898.	Ten-mile radius, and also fifty miles up the river, north.
137	**Cedar Rapids, Iowa** Musicians' Protective Union Pres., Jos. Kitchin, 1723 Third av., S.E. Sec., Frank J. Trcka, 504 Forest Drive, S. E.	Ten miles.
139	**Hazleton, Pa** Musicians' Protective Union Pres., Michael Whittig, 658 Lincoln st. Sec., Wm. Schmauch, 638 W. Diamond av.	North side, all territory within five miles; east, west and south sides, ten miles; the other territory to the north given to Freeland.
140	**Wilkes-Barre, Pa** Musicians' Protective Union Pres., Frank Magalsky. cor. First and Nesbit sts., Larksville, Pa. Sec., Chas. E. Tite, 52 Carlisle st.	Pittston, West Pittston, Exeter, Plainsville, Plains, Parsons, Miners Mills, Kingston, Dorranceton, Luzerne, Edwardsville, Larksville, Plymouth, Nanticoke, West Nanticoke, Ashley, Sugar Notch, Harvey's Lake, Dallas, Trucksville, Fern Brook, Glen Summit, Fair View, Laurel Run, Bear Creek, San Souci Park. Valley View Park, Inkerman, Georgetown.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
142	**Wheeling, W. Va.** Wheeling Musical Society Pres., Nicolas von Berg, 412 S. Front st. Sec., Howard N. Kellinger, 511 Richland av.	Ten miles, north, east and south, and fifteen miles west; includes Wheeling, Warwood, Triadelphia, Benwood, McMechen and Glendale, W. Va.; Rayland, Martin's Ferry, Bridgeport, Lansing, Blaine, Barton, Bellaire, Klee, Neffs, Shadyside, St. Clairsville, Ohio and the Belmont Club.
143	**Worcester, Mass.** Musicians' Protective Association Pres., John F. McGrath, Bryn Mawr av., Auburn, Mass. Sec., L. X. Fontaine, 418 Main st.	Petersham, Hubbardston, Sterling, Princeton, West Boylston, Holden, Rutland, Barre, Dana, Hardwick, Oakham, Paxton, New Braintree, West Brookfield, North Brookfield, Brookfield, Warren, Spencer, Leicester, Auburn, Millbury, Grafton, Shrewsbury, Sutton, Northbridge, Oxford, Charlton, Sturbridge, Dudley, Douglas and Worcester, Mass., and the towns of Southbridge, Webster, Woodstock, and City of Putnam, Conn.
145	**Vancouver, B. C., Canada** Musicians' Mutual Protective Union Pres., J. Bowyer, 2704 Fourth av., East Sec., Edw. A. Jamieson, 319 Pender st., M.	Greater Vancouver, Fraser Valley, Amo Nanaimo on Vancouver Island.
147	**Dallas, Texas** Musicians' Protective Association Pres., Wm. J. Harris, 408½ S. Ervay st. Sec., J. W. Parks, 1105 Allen Bldg.	Fifteen miles, to Tarrant-Dallas County line on the west, and to include Lake Dallas.
148	**Atlanta, Ga.** Federation of Musicians Pres., J. T. Bourn, 4 Pritchard Way Sec., Herman Steinichen, 423 Mortgage Gurantee Bldg.	Fifty miles.
149	**Toronto, Ont., Canada** Musicians' Protective Association Pres., Walter M. Murdock, 42 Coady av. Sec., Arthur Dowell, Room 402 Metropolitan Bldg.	Toronto easterly to Oshawa; direct north from Oshawa, through Fenelon Falls, Lake of Bays, to Mattawa, and westerly to Port Credit; northwest to Brampton, through to Alliston, Stayner, Wasaga Beach, Midland, Parry Sound, to Sturgeon Falls, and all intervening territory, including Lake Simcoe and Muskoka Lakes, with the exception of territory included in the Huntsville jurisdiction.
150	**Springfield, Mo.** Association of Musicians Pres., Fred Davey, 1223 N. Campbell st. Sec., E. F. Lloyd, care Commercial Club.	Ten miles.
153	**San Jose, Cal.** Musicians' Protective Union Pres., W. T. Munjar, 919 Riverside av. Sec., A. H. Kuhn, 114 E. Santa Clara st.	Entire Santa Clara County.
154	**Colorado Springs, Colo.** Pike's Peak Musicians' Association Pres., Wm. G. Snyder, 460 First National Bank Bldg Sec., E. D. Woodworth, 460 First National Bank Bldg.	Forty miles north, east and west, and seventeen miles in a southerly direction.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
157	**Lynchburg, Va** Musicians' Protective Union Pres., Coy Miller, Oakridge Road Sec., Darrin F. O'Brien, 825 Main st.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
161	**Washington, D. C** Musicians' Protective Union Pres., A. C. Hayden, 1011 B st., S. E. Sec., John E. Birdsell, 1105 16th st., N. W.	Ten miles; includes Laurel and Rockville, Md.; Mt. Vernon and Great Falls, Va.; Cabin John and Chesapeake Beach, Md.; Alexandria, Va., and Prince George, Montgomery and Calvert Counties, Md.
162	**Lafayette, Ind** Musicians' Protective Association Pres., Huber Galloway, 1621 Tippecanoe st. Sec., L. B. Elmore, 634 N. Sixth st.	Ten miles.
164	**Grand Junction, Colo** Musicians' Protective Union Pres., Ben Redding, 427 Ouray av. Sec., Milo Brown, 735 Rood av.	Mesa, Montrose and Delta Counties and a portion of Garfield County, including the town of New Castle.
165	**Roanoke, Va** Musicians' Protective Union Pres., D. G. Windley, 102 Third st. Sec., W. E. Powell, Vinton, Va.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
166	**Madison, Wis** Musicians' Protective Union Pres., C. C. Halvorsen, 114 N. Carroll st. Sec., Frank P. Fosgate, 114 N. Carroll st.	Twenty miles.
167	**San Bernardino, Cal** Orange Belt Musicians' Association Pres., R. L. Adams, 807 N. Gibbs st., Pomona, Calif. Sec., Allan D. O'Hara, Labor Temple	Five miles, to include Redlands on the east and Pomono on the west and all of Riverside County.
168	**Dallas, Texas (colored)** Musicians' Protective Union Pres., Lawson Brooks Sec., Vernie Johnson, 2815 Floyd st.	Ten miles.
169	**Manhattan, Kans** Musicians' Protective Union Pres., Matthew Betton, 413 N. Denison Sec., Tom Stansbery, Jr., 413 N. Denison.	Ten miles but not to intrude on the jurisdiction of a local previously chartered.
171	**Springfield, Mass** Hampden County Musicians' Association Pres., Cyril L. La Francis, 1252 Main st. Sec., E. H. Lyman, 1694 Main st. Room 340, Massoit Bldg. **Subsidiary Local** Pres., Clarence Clinton, 178 Walnut st. Sec., Alvin Miller, 105 Tenth st.	Includes Springfield, Chicopee (except that portion included in the jurisdiction of Local 144 of Holyoke), Longmeadow, East Longmeadow, Hampden, Wilbraham, Monson, South Monson, Wales, Indian Orchard, Ludlow, Palmer, Three Rivers, Thorndike, Bondsville, Forest Lake, Ware, Brimfield, Agawam, West Springfield, Matteneague, Feeding Hills (all in Massachusetts) and Thompsonville, Hazardville, Somers and Suffield (in Connecticut).
174	**New Orleans, La** Musicians' Mutual Protective Union Pres., G. Pipitone, 123 N. Cortez st. Sec., R. L. Chabao, 1416 Bourbon st.	Ten miles north, west and south, and east as far as and including Biloxi, Miss.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
176	**Marshalltown, Iowa** Marshalltown Federation of Musicians Pres., Chas. F. Johnson, 210 N. Seventh st. Sec., H. E. Cobb, 13 N. First st.	Ten miles.
180	**Ottawa, Ont., Canada** Musicians' Protective Association Pres., H. Cossage, 39 Granville av. Sec., Fred Muhlig, 47 Strathcona av.	Twenty miles.
184	**Everett, Wash** Musicians' Mutual Protective Union Pres., John M. Norland, R. F. D. No. 1 Sec., H. L. Brunner, 3312 Hoyt av.	All of Snohomish County except that part lying within a twenty-mile radius of Local No. 76, Seattle, Wash.
185	**Parkersburg, W. Va. (colored)** Progressive Musical Association Pres., Charles Reed, 914 12th st. Sec., D. A. Butler, 1615½ Beaver st.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
186	**Waterbury, Conn** Musicians' Protective Association Pres. ,Chas. B. Durbin, Platts Mills, R.F.D. Sec., E. S. Beardslee, Box 36, Thomaston, Conn.	Ten miles.
189	**Stockton, Cal** Stockton Musicians' Association Pres., Grattan Guerin, 1214 E. Church st. Sec., Elbert Bidwell, 518 E. Fourth st.	San Joaquin County.
190	**Winnipeg, Mani., Canada** Musicians' Mutual Protective Union Pres., Edward Taylor, 486 Home st. Sec., D. Swailes, 843 Somerset Bldg.	North to Hudson Bay, south to International Boundary, west 28 miles, being half way to Portage, La. Prairie, Mani.; east 200 miles, being half way to Fort William and Port Arthur, Ont., and west to and including Brandon, Mani.
195	**Manitowoc, Wis** Musicians' Protective Union Pres., Delmare Hansen, 857 N. 15th st. Sec., Richard J. Fricke, 930 N. 16th st.	All of Manitowoc County, including Kiel, except that part south of Manitowoc which lies in the jurisdiction of Local 95, Sheboygan, Wis., and as much of Kewaunee County as will include Tisch Mills.
196	**Champaign, Ill** Musicians' Protective and Benefit Assn. Pres., Wm. C. Casad, 611 S. Lynn st. Sec., D. M. Slattery, 506 S. Lynn st.	Ten miles.
198	**Providence, R. I** Musicians' Protective Union Pres., Vincent Castronovo, 123 Sutton st. Sec., Ambrose W. Carroll, 620 Caesar Misch Bldg.	Ten-mile radius, including Pawtucket, Central Falls, Lonsdale, Berkley, Ashton, Valley Falls, Saylesville, Cumberland, Centredale, Greystone, Cranston, Auburn, Warwick, West Warwick, East Providence, North Providence, Oakland Beach, Rocky Point, Crescent Park, East Greenwich, Apponaug, and North Scituate.
199	**Newport News, Va** Peninsula Musical Association Pres., Roland Shockley, 1033 25th st. Sec., E. S. Harmon, 4611 Virginia av.	Newport News and Gloucester, Mathews, Elizabeth, York and Warwick Counties.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
200	**Paducah, Ky** Musicians' Protective Association Pres., Harry Ware, 304 S. Fourth st. Sec., I. Donald Farrington, 521 Clay st.	Ten miles.
201	**La Crosse, Wis** Musicians' Association Pres., Merritt Wagner, 114 N. 21st st. Sec., Kingston Weisbecker, 511 Jackson st.	Ten miles.
203	**Hammond, Ind** Hammond Federation of Musicians Pres., J. Arthur Davis, 264 Highland st. Sec., Reinhardt Elster, 650 Sibley st.	All of Lake County, Ind., and Calumet City, Ill., including cities and towns of Ainsworth, Black Oak, Brunswick, Cedar Lake, Cook, Creston, Crown Point, Deep River, Dyer, East Chicago, East Gary, Gary, Griffith, Hammond, Highland, Hobart, Indiana Harbor, Lowell, Merrillville, Miller, Munster, Schererville, Schneider, Shelby, St. John, Whiting and Winfield, Ind.
205	**Green Bay, Wis** Green Bay Federation of Musicians Pres., Wm. Grohndorf, 409 Third st., De Pere, Wis. Sec., Frank Renard, 934 E. Walnut st.	Ten miles.
208	**Chicago, Ill. (colored)** Musicians' Protective Union Pres., A. T. Steward, 3934 S. State st. Sec., Herbert H. Byron, 3934 S. State st.	Cook County, by agreement with Local No. 10.
210	**Fresno, Cal** Musicians' Protective Association Pres., Geo. D. Hennessy, 835 Blackstone av. Sec., H. Boettcher, Jr., 1149 Fulton st.	Fresno County and the city of Kingburg, and Kings River Park in Tulare County.
213	**Stevens Point, Wis** Musicians' Protective Union Pres., Ray Jacobs, 11 S. Third st. Sec., Ray Copeland, 409 Franklin st.	Ten miles, but not to intrude on the jurisdiction of a local previously chartered.
214	**New Bedford, Mass** Musicians' Protective Union Pres., Adolph Coimbra, 20 Kane st. Sec., Walter M. Wayland, 188 Washington st.	Marion, Acushnet, North and South Dartmouth, Horse Neck Beach, South Westport, Martha's Vineyard and Nantucket Islands.
215	**Kingston, N. Y** Musicians' Protective Union Pres., Jacob Mollott, 49 Green st. Sec., John A. Cole, 272 W. Chestnut st.	East, to the Hudson River; north, to and including the Townships of Athens, Cairo, Windham, Ashland and Prattsville in Green County; west, to and including the Townships of Halcot, Lexington in Green County, and Shandaken, Hardenburgh and Denning in Ulster County; south, to and including the Townships of Warwarsing, Rochester, New Paltz and Lloyd in Ulster County and that part of the Township of Middletown in Delaware County not included in the jurisdiction of Local No. 443. Oneonta, N. Y.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
207	**Salina, Kan.** Pres., Ralph Summers, United Life Bldg. Sec., P. M. Richardson, United Life Bldg.	Twenty miles, and to include Abilene, Kans.
216	**Fall River, Mass.** Musicians' Protective Union Pres., Alcide H. Breault Sec., Frank Mellor, 48 Thomas st.	Fall River, Brighton, Somerset, Assonet, Westport, Mass.; Tiverton, Bristol, Warren and Portsmouth, R. I.
217	**Jefferson City, Mo.** Musicians' Protective Union Pres., Oscar H. Petry, 623 School st. Sec., F. X. Holt, 515 Madison st.	Ten miles, and to include Fulton, Mo.
218	**Marquette, Mich.** Musicians' Protective Union Pres., Henry M. Robinson, 1011 Pine st. Sec., Ben Schadney, 124 Fisher st.	Twenty miles, and to include Negaunee, Ishpeming and Diorite.
228	**Kalamazoo, Mich.** Musicians' Protective Association Pres., E. F. Whittington, 530 W. Cedar st. Sec., Maude E. Stern, 138 N. Burdick st.	All of Kalamazoo County.
229	**Bismarck, N. D.** Musicians' Protective Association Pres., Harry Turner, 614 First st. Sec., H. M. Leonhard, 719 Mandan st.	Ten miles.
230	**Mason City, Iowa.** Musicians' Protective Union Pres., Wm. B. Terrill, 217½ N. Federal st. Sec., R. R. Kelso, 16 N. Adams av.	Twelve miles; takes in Clear Lake, 9 miles: Manley, 8 miles; Plymouth, 8 miles; New Springs, 8 miles; Bayside Park, 12 miles.
233	**Wenatchee, Wash.** Musicians' Protective Union Pres., Lowell Howe, Walla Walla av. Sec., H. T. Daughbetie, Cherry st.	Ten miles.
234	**New Haven, Conn.** New Haven Federation of Musicians Pres., Samuel J. Allinson, 177 Church st. Sec., Arthur J. Ehehalt, 47 Orange st.	Includes Westville, Hamden, Highwood, Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.
236	**Aberdeen, Wash.** Musicians' Protective Union Pres., H. H. Stark, 611 Scammel st. Sec., Wm. Appleyard, 409 W. Wishkah st.	Aberdeen, Hoquiam and Cosmopolis, Wash., and Grays Harbor County.
239	**Auburn, N. Y.** Musical Union Pres., John M. Stapleton, 7 Park Pl. Sec., Fred R. Galleymore, 44 Perry st.	Ten miles.
240	**Rockford, Ill.** Musical Union Pres., Ray Mann, 709 Cherry st. Sec., A. H. Tubbs, 514 W. State st.	Ten miles north, south and west, and 15 miles east, taking in Belvidere.
241	**Butte, Mont.** Mutual Protective Union Pres., Howard R. Rich, 1704 Lowell av. Sec., Earl C. Simmons, 41½ N. Main st.	Butte, Walkerville, Centerville, Meaderville and a radius of 10 miles.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
242	**Youngstown, Ohio (colored)** Musicians' Protective Union Pres., Floyd Burke, 8 N. Forrest av. Sec., Charles S. Exum, 537 North av.	Ten miles.
245	**Muncie, Ind** Musicians' Protective Union Pres., Carl W. Harris, Route No. 6 Sec., Clair Souders, 120 E. Main st.	Ten miles.
247	**Victoria, B. C., Canada** Musicians' Mutual Protective Union Pres., S. G. Peele, 1210 McKenzie st. Sec., F. V. Homan, 602 Broughton st.	All of Victoria Island south of and including the town of Duncan.
252	**Muskegon, Mich** Musicians' Mutual Protective Union Pres., Sid Shears, 1271 Eighth st. Sec., Elmer Lupien, 1333 Mason Blvd., Muskegon Heights, Mich.	All of Muskegon County and to include the city of Grand Haven, Mich.
254	**Sioux City, Iowa** Musicians' Protective Union Pres., C. D. Whitney, 2409 Pierce st. Sec., H. W. Henderson, 108 War Eagle Bldg.	Ten miles.
255	**Yankton, S. Dak** Musicians' Protective Union Pres., Fred C. Fejfar, Utica, S. D. Sec., H. M. Tinkham, 914 Mulberry st.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
256	**Birmingham, Ala** Musicians' Protective Association Pres., M. D. Friedman, 1237 S. 21st st. Sec., C. P. Thiemonge, 233-34 Clark Bldg.	All of Jefferson County.
257	**Nashville, Tenn** Association of Musicians Pres., Geo. W. Cooper, Jr., 1506 Compton av. Sec., R. T. Payne, 203 32nd av., S.	Fifty miles.
259	**Parkersburg, W. Va** Musicians' Mutual Protective Union Pres., Frank C. Treadway, 742 Quincey st. Sec., D. E. Mercer, 2400 Vaughan av.	Ten miles except on north—12 miles to Williamstown and Marietta, Ohio.
260	**Superior, Wis** Musicians' Protective Union Pres., Harry Gradin, 1708 Susquehanna av. Sec., James Smith, 1111 Tower av.	A 40-mile radius within the State of Wisconsin.
261	**Vicksburg, Miss** Musicians' Mutual Protective Association Pres., H. P. Grant, Baum st. Sec., A. L. Setaro, 1219 Magnolia st.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
263	**Bakersfield, Cal.** Musicians' Mutual Protective Association Pres., Lawrence H. Foster, 1315 10th st. Sec., J. Marsden Van Cott, 105 Taylor Bldg.	All of Kern County.
266	**Little Rock, Ark.** Pres., Clarence McCrory, 1301 Woodrow Sec., W. B. Hocott, 215 E. Capitol av.	Ten miles.
269	**Harrisburg, Pa.** Musical Association Pres., Lewis W. Cohan, 64½ N. 17th st. Sec., Ralph Feldser, 301 State Theatre Bldg.	Ten (10) miles north, sixteen (16) miles east to and including Hershey Park and Palmyra, ten (10) miles south and eighteen (18) miles west to and including Williams Grove Park and Carlisle.
270	**Hot Springs, Ark.** Vapor City Musicians' Union Pres., J. B. Freese, 1047 Spring st. Sec., John E. Jones, 851 Park	Thirty miles.
274	**Philadelphia, Pa. (colored)** Musicians' Protective Union Pres., George W. Hyder, 2048 Morris st. Sec., Frank Fairfax, 716 S. 19th st.	Ten miles.
276	**Sault Ste. Marie, Ont., Canada** Musicians' Protective Union Pres., H. L. Sergeant, 1068 Queen st., E. Sec., H. Hoodless, 929 Wellington st.	Ten miles.
278	**South Bend, Ind.** Musicians' Protective Union Pres., Dillon Patterson, 604 Sherland Bldg. Sec., Oliver H. Payne, 604 Sherland Bldg.	North to and including Barron Lake, Mich.; east and south, ten miles; and west, to and including Hudson Lake.
279	**London, Ont., Canada** Musicians' Union Pres., James Creswell, 478 King st. Sec., C. N. Perrin, 352 Adelaide st.	Ten miles, and to include Grand Bend and Bayfield.
284	**Waukegan, Ill.** Waukegan Federation of Musicians Pres., Percy Snow, Milwaukee av., Libertyville, Ill. Sec., G. W. Pritchard, 1125 North av.	North to Wisconsin state line; east to Lake Michigan; south to north boundary line of Highland Park, Ill., west to Lake County line.
285	**New London, Conn.** Musicians' Protective Association Pres., J. Nicholas Danz, 33 Avery Court Sec., Herbert A. Dawley, Everett st., Norwich, Conn.	South, east and west, 10 miles; north to Richard's Grove.
286	**Toledo, Ohio (colored)** Musicians' Protective Union Pres., Norman Jones, 556 Lucas st. Sec., Velmer Mason, 819½ Collingwood av.	Ten miles.
289	**Dubuque, Iowa** Musicians' Protective Association Pres., Frank T. Nagele, 1600 Atlantic st. Sec., Mark W. Gavin, 1449 Delhi st.	Thirty miles.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
291	**Newburgh, N. Y.** Musicians' Protective Association Pres., Wm. R. Green, 803 South st. Sec., Thomas J. Vecchio, 67 Beacon st.	City of Newburgh and all territory in the townships of Plattekill, Marlboro, Newburgh, New Windsor, Blooming Grove, Cornwall, Highlands, Woodbury, Monroe, and all of Bear Mountain Interstate Park.
293	**Hamilton, Ont., Canada** Musicians' Protective Association Pres., E. J. Potter, 269 Charlton av., W. Sec., A. J. Nelligan, 81 Pickton st., E.	Hamilton, Burlington, Dundas, Grimsby, Bramesville, Oakville, Jarvis, Dunnville, Hagersville, Caledonia.
294	**Lancaster, Pa** Musicians' Protective Association Pres., H. E. Ilgenfritz, 17 W. Farnum st. Sec., Geo. W. Glick, 648 E. Frederick st.	Ten miles.
295	**Pocatello, Idaho** Musicians' Protective Union Pres., W. M. Martin, R. F. D. No. 1 Sec., Hugh Ivey, 507 N. Garfield av.	Ten miles.
297	**Wichita, Kans** Wichita Musicians' Union Pres., Duff E. Middleton, 622 S. Chautauqua Sec., Leo H. Kopplin, 200 Kaufman Bldg.	Ten miles.
299	**St. Catharines, Ont., Canada** Musicians' Protective Union Pres., C. Baer, 395 St. Paul st. Sec., Jos. C. Phelan, 24 Welland av.	St. Catharines, Merittan, Thorold, Allanburgh, Niagara-on-the-Lake, Jordon, Port Dalhousie.
303	**Lansing, Mich** Lansing Federation of Musicians Pres., R. Bruce Satteria, 117 S. Holmes st. Sec., Carl H. Dewey, 915 W. Allegan st.	Thirty-mile radius from the State Capitol.
306	**Waco, Texas** Musicians' Protective Union Pres., F. F. Tolan, 2615 Colcord av. Sec., L. N. Griffin, Route 2. Box 4	Ten miles.
308	**Santa Barbara, Cal** Musicians' Mutual Protective Association Pres., Harold Bacon, 110 W. Mason st. Sec., Robert Foxen, 1023 Olive st.	Santa Barbara County, except that territory which is in the jurisdiction of Local 305, San Luis Obispo, Calif.
309	**Fond du Lac, Wis** Musicians' Protective Union Pres., E. A. Jones, 107 Harrison Place Sec., W. H. Jens, 308 Third st.	Fond du Lac and Calumet Counties, but not to intrude upon the jurisdiction of Local 337, Appleton, Wis.
311	**Wilmington, Del** Musicians' Protective Union Pres., James A. LeFevre, 410 West 36th st. Sec., Henry G. Draine, McDaniel Heights, Route No. 2	State of Delaware and to include the Longwood estate of Pierre S. DuPont, Chester County, Pa., and the Green Lantern Inn in Maryland near Newark, Del.
314	**Elmira, N. Y.** Musicians' Protective Union Pres., Geo. W. Sheahan, 722 E. Washington av. Sec., John W. Sheahan, 713 Harper st.	Ten miles, and including Corning and Painted Post.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
315	**Salem, Ore** Musicians' Mutual Protective Association Pres., Alvin Thomas, care of Kruger's Grocery Store Sec., L. W. DuBois, Masonic Building	Ten miles.
320	**Lima, Ohio** Lima Musicians' Protective Association Pres., Cliff Selig, 1202 E. Elm st. Sec., H. G. Sloan, 681 W. Spring st.	The counties of Allen, Auglaize, Van Wert, Hardin and Putnam, including the Indian Lake territory.
325	**San Diego, Cal** Musicians' Protective Association Pres., Fred A. Groves, 3654 Orange av. Sec., Wm. J. Meader, 341 Bank of America Bldg.	All of San Diego County.
328	**Janesville, Wis** Musicians' Protective Union Pres., J. W. Gilmore, 1502 Oakland av. Sec., A. A. McGill, 1202 Eastern av.	Ten miles east and west, twenty miles north, including Fort Atkinson and a radius of six miles of that city, and seven miles south of the city of Janesville.
332	**Greensboro, N. C** Musicians' Protective Union Pres., John D. Smith, 311 N. Forbis st. Sec., Conrad Lahser, 403 N. Edgeworth st.	Ten miles.
333	**Eureka, Cal** Musicians' Protective Union Pres., Byron MacDonald, 1804 "C" st. Sec., W. M. Lawton, 802 Summer st.	All of Humboldt County.
334	**Waterloo, Iowa** Waterloo Federation of Musicians Pres., Harry Stewart, 324½ West 4th st. Sec., Court Hussey, 222 Franklin st.	Ten miles.
335	**Hartford, Conn. (colored)** Musicians' Protective Association Pres., Allie Davis, 141 Brook st. Sec., James Bacate, 146 Mather st.	Ten miles.
339	**Greensburg, Pa** Musicians' Protective Union Pres., Nicholas A. Roy, 122 Laird st. Sec., C. R. Keister, 114 North Maple av.	West to and including Byerly Crest; east to and including Dery, Ligonier Valley Beach and Park, and Rolling Rock Country Club; south to Scottdale, and Greensburg, Latrobe, Jeannette, Delmont and Youngwood.
342	**Charlotte, N. C** Musicians' Protective Union Pres., Bo Norris, 229 South Tryon st. Sec., William S. Greene, 229 South Tryon st.	Ten miles.
345	**Eau Claire, Wis** Chippewa Valley Musicians' Union Pres., Ted Jorgenson, 516 East Grand av. Sec., Palmer Anderson, 609 Franklin st.	Twenty-five miles north, east and west of Chippewa Falls, and twenty-five miles west of Eau Claire.
348	**Sheridan, Wyo** Musicians' Protective Union Pres., Joe Rulli, 805 Illinois st. Sec., Mark Hayward, P. O. Box 293	All of Sheridan and Johnson Counties.

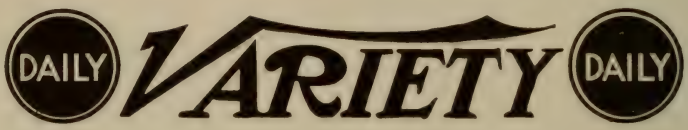
No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
349	**Manchester, N. H** Musicians' Protective Union Pres., Clement S. Libby, 997 Valley st. Sec., Frank Dudka, 832 Page st.	Ten miles and including Derry, Goffstown, New Boston, Deerfield, Raymond and Merrimack, N. H.
353	**Long Beach, Cal** Musicians' Association Pres., J. Leigh Kennedy, 2311 Carroll Park, South Sec., D. S. Dickinson, 1011 Linden av.	Ten miles.
356	**Ogden, Utah** Musicians' Protective Union Pres., George W. Warner, 238 30th st. Sec., Harold E. Fleming, 255 26th st.	Twenty miles, and to include Como Springs.
362	**Huntington, W. Va** Musicians' Protective Union Pres., S. L. Ridenour, 912 Third av. Sec., R. B. Hastings, 909 9th st.	North ten miles, to include towns of Chesapeake, Coryville and Proctorville, Ohio; east 25 miles, to include towns of Barboursville, Ona, Milton and Hurricane, W. Va.; south ten miles, and west 7½ miles to the Big Sandy River, taking in town of Kenova, W. Va.
364	**Portland, Me** Musicians' Protective Union Pres., Chas. E. Hicks, 249 Middle st. Sec., Wendell W. Doherty, 249 Middle st.	Cumberland County, comprising Portland, South Portland, Westbrook, Yarmouth, Freeport, Brunswick (Bowdoin College), Peaks Island and Sabago Lake vicinity.
365	**Great Falls, Mont** Musicians' Protective Union Pres., Al. LeClaire, 2022 Central av. Sec., Robert Ralph, 725 3rd av., South	Fifty-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
368	**Reno, Nev** Musicians' Protective Union Pres., Harry S. Upson, Colonial Apts. Sec., Paula Day, Box 208.	Ten miles.
375	**Oklahoma City, Okla** Musicians' Protective Union Pres., E. D. Graham, 213 N. W. 30th st. Sec., Evert M. Crismore, 125 N. W. 6th st.	Twenty-five mile radius from the Post-office in Oklahoma City, Okla., including Edmond and Norman.
376	**Portsmouth, N. H** Musicians' Protective Union Pres., Chauncey B. Hoyt, 47 Market st. Sec., Fred Windle, Jr., P. O. Box 804	Portsmouth and sixteen-mile radius, and to include Rochester, N. H., and as far as Alton Bay.
379	**Easton, Pa** Musicians' Protective Union Pres., Wm. H. Seibel, 128 S. 9th st. Sec., Paul T. M. Hahn, 446 Williams st.	Easton, Butztown, Oakland Park, Tatamy, Stockertown, Martin's Creek, Raubsville, Bushmill Park, Island Park and Glendon, Pa., and Phillipsburg, Alpha, Brainards, Stewartsville, Broadway, New Village, Washington, Carpentersville, Belvidere, Buttsville, including Mountain Lake in New Jersey.
380	**Binghamton, N. Y** Musicians' Protective Union Pres., Samuel C. Sunness, 204 Vestal av. Sec., Webbie Gillen, 47 Carroll st.	A radius of twenty miles except in a northeasterly direction, where the limit shall be the Chenango County line, and not to intrude on the jurisdiction of a Local previously chartered.

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381	**Casper, Wyo** Musicians' Protective Association Pres., Milo A. Briggs, 326 S. Kenwood st. Sec., David Foote, 1323 S. Elm	Ten miles and the Salt Creek territory, and to include Douglas.
382	**Fargo, N. D** Musicians' Protective Union Pres., Norman Ostby, 711 Second st., N. Sec., H. M. Rudd, 725 Bluff st.	North, 38 miles; west, as far as the Montana line on the M. P. Road; east, 28 miles into Minnesota, and south, to the South Dakota line.
385	**Fort Smith, Ark** Musicians' Protective Union Pres., Geno Scott, 2123 Edwin st. Sec., Maurice Derdeyn, 501 North 13th st.	Ten miles.
386	**Chicago Heights, Ill** Musicians' Protective Union Pres., Bob Phillips, 1700 Chicago Road Sec., George Shaw, 1700 Chicago Road	Crete, Chicago Heights, Steger, Monee and a radius of about eight miles south of Crete.
387	**Jackson, Mich** Musicians' Protective Union Pres., J. Adam Geiger, 1105 Chiddock av. Sec., L. F. Barritt, 1015 E. Ganson st.	Ten miles and also Wolf Lake, Clark's Lake and Pleasant Lake.
388	**Richmond, Ind** Musicians' Protective Union Pres., D. E. Warfel, 734 S. 10th st. Sec., Carl E. Shaffer, 621 S. "J" st.	Ten miles.
389	**Orlando, Fla** Musicians' Protective Association Pres., Chas. E. Limpus, 507 Richmond av. Sec., Howard Kamper, 421 East Winter Park av.	Ten miles.
390	**Edmonton, Alta., Canada** Musicians' Protective Union Pres., H. M. Seller, 10733 118th st. Sec., H. G. Turner, 303 Alexandria Block	North, east and west, to the boundaries of Alberta; south, to but not including Red Deer.
396	**Greeley, Col** Musicians' Protective Union Pres., Clay Taylor, 1402 Tenth st. Sec., Carl Norman, 1222 14th av.	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
399	**Asbury Park, N. J** Musicians' Protective Union Pres., Rudolf F. Malchow, 28 Leroy pl., Red Bank, N. J. Sec., C. A. Arthur, Mayfair Apts., 301 Monroe av.	Ten miles, including Long Branch, Seabright, Freehold and small towns between, and Lakewood and Toms River.
400	**Hartford, Conn** Musicians' Protective Union Pres., Henry Zaccardi, 742 Main st. Sec., Louis Greenberg, 742 Main st.	Twenty miles north, including Windsor Locks and Warehouse Point; twenty miles east, including Rockville and Crystal Lake; ten miles south, including Rocky Hill and Newington; twelve miles west, including Avon and Simsbury.

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406	**Montreal, P. Q., Canada** Musicians' Federation of Montreal Pres., I. Aspler, 4055 Esplanade av. Sec., E. Charette, 1121 St. Catherine st., W. Suite 206	A ten-mile radius and to include the Island of Montreal and the Isle Jesus, St. John's, Isle and Noix Chateagney, Lacolle, Phillipsburg, Huntington, Meridian Hotel (opposite Champlain, N. Y.), La Prairie and Lucerne territory of Quebec.
407	**Mobile, Ala** Musicians' Protective Union Pres., Edison G. Graham, 265½ Dauphin st. Sec., John E. Winstanley, Secretary pro tem, 1161 Cottrell st.	Ten miles north, east and south, and westward as far as, but not including, Biloxi, Miss.
412	**Idaho Falls, Idaho** Musicians' Protective Union Pres., Pierce B. Nelson, Route 3 Sec., Ralph L. Walker, Box 776	Twenty-five miles.
413	**Columbia, Mo** Sec., Hollis B. Chandler, 312 Exchange National Bank Bldg.	
418	**Stratford, Ont., Canada** Musicians' Protective Union Pres., D. Plummer, Bridges st. Sec., Chas. A. Bird, 21 Market Place	Fifteen miles and to include Mitchell, St. Mary's, Milverton and Shakespeare.
420	**New Rochelle, N. Y.** Charles L. Samela, 59 St. James place Musicians' Protective Union Pres., Jos. Fried, 18 Burling Lane Sec., Joseph Fried, 54 Church st.	
423	**Nampa, Idaho** Musicians' Protective Union Pres., A. E. Varnado, 212 14th av., South Sec., R. J. Buettner, 411 Fifth av., South	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
427	**St. Petersburg, Fla** Pres., J. Warren Alexander, 329 2d av., S. Sec., A. B. Cintura, 1231 Fourth st., S.	Ten miles.
433	**Austin, Texas** Austin Federation of Musicians Pres., Burnett Pharr, 801 Highland Sec., Paul Williams, New Masonic Bldg.	All of Travis and Williamson Counties.
434	**Syracuse, N. Y. (colored)** Musicians' Protective Union Pres., Albert Dixon, 410 Jackson st. Sec., Charles W. Page, 321 Monroe st.	Ten miles.
435	**Tuscaloosa, Ala.**	
437	**Rochester, Minn** Musicians' Protective Union Pres., Lee Gustine, 921 Fourth st., S. E. Sec., Charles Gleason, 1029 Ninth av., S. E.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
439	**Billings, Mont.** Musicians' Protective Union Pres., George Wrigley, P. O. Box 1231 Sec., Denis H. O'Brien, P. O. Box 1231	Ten miles.
440	**New Britain, Conn.** Musicians' Protective Union Pres., John L. Sullivan, 113 Greenwood st. Sec., Geo. W. Blinn, 82 Black Rock av.	Ten miles, and to include Plainville, Berlin and Kensington.
442	**Yakima, Wash.** Musicians' Protective Association Pres., L. Miller, 1103 Swan av. Sec., Leon E. Rouleau, National Bank of Com.	Ten-mile radius.
444	**Jacksonville, Fla.** Musicians' Protective Association Pres., Chas. E. Le Paige, 423 W. Sixth st. Sec., C L. England, 21 North Ocean st.	Ten miles.
446	**Regina, Sask., Canada.** Musicians' Mutual Protective Union Pres., Leo Donahue, 110 Kings Hotel Sec., H. Rosson, 2859 Robinson st.	Twenty miles, and to include Regina Beach and Katepwe Beach.
447	**Savannah, Ga.**	
449	**Coffeyville, Kansas.** Musicians' Protective Union Pres., Robert Hodshire, 509 Willow st. Sec., Geo. H. Alderman, 715½ East 9th st.	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
451	**Bellingham, Wash.** Musicians' Protective Union Pres., Boyden B. Spees Sec., Harry L. Wellman, Room 2, Henry Hotel	All of Whatcom County.
452	**Pittsburg, Kan.** Musicians' Protective Union Pres., John E. Scalet, 302½ W. Rose st. Sec., Espartero Mannoni, 207 W. 18th st.	Ten-mile radius and to include Frontenac.
454	**Merced, Cal.** Musicians' Protective Union Pres., M. B. Sorenson, Carol Court Sec., L. W. Brammer, 617 "L" st.	All of Merced County lying north and east of the San Joaquin River and all lying within a ten-mile radius of Chowchilla in Madera County, adjoining same.
463	**Lincoln, Neb.** Lincoln Musicians' Association Pres., H. C. Zellers, 1127 Sharp Bldg. Sec., Mark Piece, Room 222 National Bank of Commerce Bldg.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
464	**Beaumont, Texas.** Musicians' Protective Union Pres., J. M. Frank, 366 Flowers st. Sec., L. T. Landry, 3285 Magnolia av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
466	**El Paso, Texas.** Musicians' Protective Association Pres., B. Casciano, 2629 E. Yandel Blvd. Sec., C. H. Armstrong, Box 1257	El Paso and fifty-mile radius.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
467	**Brantford, Ont., Canada** Musical Protective Association Pres., W. J. Sweatman, 30 Strathcona av. Sec., Geo. Beattie, 71 Erie av.	Ten-mile radius, including Port Dover and Simcoe.
471	**Pittsburgh, Pa. (colored)** Musicians' Protective Union Pres., Frederick C. Gould, 504 Beaver av., Sewickley, Pa. Sec., Stanis S. Melendez, 7408 Susquehanna st., Homewood Station	Allegheny County.
472	**York, Pa** Musicians' Protective Union Pres., Lawrence P. Gingerich, 819 E. Philadelphia st. Sec., John B. Feiser, 43 North Rockburn st.	Ten-mile radius, including Spring Grove, Pa., and Green Cove Inn on the Lincoln Highway West.
473	**White Plains, N. Y** Musicians' Protective Union Pres., Raymond J. Schafer, Box 175, Valhalla, N. Y. Sec., Theodore Goldman, Room 9, 11 William st.	Ten miles, including Hartsdale, Scarsdale, Elmsford, Silver Lake, Valhalla and Armonk.
474	**Moose Jaw, Sask., Canada** Musicians' Mutual Protective Union Pres., Ernest Wright, 1203 3rd av., N. E. Sec., G. F. Dewey, 1318 Connaught av.	Twenty miles.
479	**Montgomery, Ala** Musicians' Protective Union Pres., Howard Fraser, 506 Montgomery st. Sec., W. R. Hurst, 213 Clayton st.	Fifty miles from Court House Square, Montgomery, Ala.
480	**Wausau, Wis** Musicians' Protective Union Pres., Seth Damon, 407½ First st. Sec., E. W. Gamble, 522½ Scott st.	Ten miles, including Popular Tree, Rib River Ballroom and Vogel's Eau Claire Dells.
482	**Portsmouth, Ohio** Musicians' Protective Union Pres., Chapman Utley, 791 Grimes Sec., Geo. F. Hartman, 1627 Offenere st.	Sciota County.
485	**Grand Forks, N. D** Musicians' Protective Union Pres., W. V. Winters, 320 N. Fifth st. Sec., A. J. Bentley, 620 10th ave., S.	Thirty miles.
486	**New Haven, Conn. (colored)** Musicians' Protective Union Pres., James Fletcher, 778 Orchard st. Sec., J. A. Moran, 729 Orchard st.	Includes Westville, Hamden, Highwood, Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.
493	**Seattle, Wash. (colored)** Musicians' Protective Union Pres., Gerald Wells, 214 20th, N. Sec., Mrs. Marion Borders, 1611 Washington st.	Twenty miles, including Bremerton, Port Orchard and Charleston.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
495	**Klamath Falls, Ore.** Musicians' Protective Union Pres., Walter H. Galloway, Apt. D, 1320 Oak st. Sec., Peter Silani, 1825 Siskiyou st.	All of Klamath County and to include Tule Lake, Calif., and as far south as Dorris, Calif.
496	**New Orleans, La. (colored)** Musicians' Protective Union Pres., George W. Augustine, 1026 St. Anthony st. Sec., S. Cates, Jr., 1128 N. Prieur st.	Ten miles.
498	**Missoula, Mont.** Musicians' Protective Union Pres., Louis A. Rocheleau, 120 Strand av. Sec., James Gregg, 535 N. Third st.	Missoula County.
500	**Raleigh, N. C.** Musicians' Protective Union Pres., Mrs. Lillian Wallace, care Meredeth College Sec., W. F. Moody, State Treasurer's office	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
502	**Charleston, S. C.** Musicians' Protective Union Pres., L. W. MacBey, 171 Meeting st. Sec., C. H. Amme, 651 Rutledge av.	Charleston and territory within a radius of 40 miles.
507	**Fairmont, W. Va.** Musicians' Mutual Protective Union Pres., Claude E. Vincent, Manley Bldg., Jefferson st. Sec., H. S. Kopp, P. O. Box 941	North to within ten miles of Morgantown, east, 10 miles; south to and including Shinnston; west to and including Farmington. The principal towns included in this jurisdiction are Fairmont, Monogah, Worthington, Antioch, Colfax, Kingmont, Hammond, Barackville, Fairview, Montana, Baxter, Pine Grove and Uffington.
508	**Chico, Cal.** Musicians' Protective Union Pres., Erroll Hassler, 1512 Chestnut st. Sec., W. Heberlie, 820 Main st.	Twenty-five-mile radius, but not to intrude on the jurisdiction of Local 158, Marysville, Calif.
512	**Lawrence, Kan.** Musicians' Protective Union Pres., Lanie Kuhn, 521 Indiana Sec., James Holyfield, 1226 Conn st.	Ten miles.
526	**Jersey City, N. J.** Musicians' Protective Union Pres., Harry J. Steeper, 225 30th st., Woodcliff, N. J. Sec., John Firenze, 156 Webster av.	Hudson and Bergen Counties, N. J., all east of the Hackensack River.
529	**Newport, R. I.** Musicians' Protective Union Pres., Andy Cappucilli, Sea View Hotel, Purgatory Road, Middletown, R. I. Sec., Frank D. Curtin, 61 Prospect Hill st.	Newport, Jamestown, Middletown, Portsmouth, Narrangansett Pier and Kingston.
532	**Amarillo, Texas** Musicians' Protective Union Pres., O. E. "Hippy" Bennett Sec., L. V. Fogle, P. O. Box 1991.	Ten miles.

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533	**Buffalo, N. Y. (colored)** Musicians' Protective Union Pres., Raymond E. Jackson, 20 Potter st. Sec., Lloyd V. Plummer, 145 Broadway	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
535	**Boston, Mass. (colored)** Boston Musicians' Protective Union Pres., John H. Barkley, 87 Howland st., Roxbury, Mass. Sec., Clemon E. Jackson, 429 Columbus av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
537	**Boise, Idaho** Musicians' Protective Association Pres., R. M. Kiltz, 1712 N. 14th st. Sec., Hiram A. Hart, 315½ N. 8th st.	Ten miles.
542	**Flint, Mich** Flint Society of Musicians Pres., J. Eugene Maynard, 2006 Raskob st. Sec., Harry M. Stevenson, 219 Pengelly Bldg.	Ten miles, including Flushing, Clio, junction of North Dixie and Dort Highway, Otisville, Genesee, Richfield Center, Russellville, Lapeer, Holly, Fenton, Linden, Argentine, Montrose, Durand.
543	**Baltimore, Md. (colored)** Musicians' Protective Union Pres., Emerson Simpson, 563 Pressman st. Sec., Charles E. Glynn, 2434 Etting st.	Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md.; and Howard, Carroll, Anne Arundel and Baltimore Counties, Md.
544	**Waterloo, Ont., Canada** Musical Society Pres., John A. Stellar, 23 John st., W. Sec., F. C. Moogk, 48 Erb st., E.	Waterloo.
546	**Knoxville, Tenn** Musicians' Protective Association Pres., Maynard Baird, 2645 Jefferson av. Sec., E. J. Smith, 229 Flatiron Bldg.	Fifty-five miles in direction of Chattanooga including Athens. 51 miles, and 50-mile limit in all other directions, including Morristown (42 miles), Newport (50 miles), Jefferson City, Sevierville, Maryville.
549	**Wichita Falls, Texas** Musicians' Protective Union Pres., Chas. Cook, 1508 Austin st. Sec., W. H. Courcier, 905 Holliday st.	Ten miles.
550	**Cleveland, Ohio (colored)** Musicians' Protective Association Pres., H. A. McDonald, 2319 E. 40th st. Sec., R. L. Goodwin, 1555 E. 118th, Suite 7	Under agreement with Local No. 4.
552	**Kalispell, Mont** Musicians' Protective Union Pres., E. A. Mercer, 502 Third av., W. Sec., David F. Roseneau, 745 First av., E.	Flathead and Lincoln Counties.
553	**Saskatoon, Sask., Canada** Saskatoon Musicians' Association Pres., P. Horridge, 709 Lansdowne av. Sec., E. M. Knapp, 816 15th st.	Fifty miles, and to include Manitou Beach, Watrous.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
554	**Lexington, Ky.** Musicians' Protective Union Pres., S. R. Griffith, Box 733 Sec., Chas. S. Wright, 457 W. Fourth st.	Ten miles, and to include Frankfort, Ky.
558	**Omaha, Neb. (colored)** Musicians' Protective Association Pres., Wm. Lewis, 2927 N. 28th st. Sec., Wm. V. Countee, 2816 N. 26th st.	Ten miles.
561	**Allentown, Pa.** Musicians' Protective Association Pres., Paul R. Metzger, 1130 N. 21st st. Sec., Victor J. Grim, 1223 Gordon st.	To the east, northeast, southeast and including Central Park, a radius of two miles from Centre Square, Allentown; to the southwest and west, fifteen miles, not to include Topton and Kutztown; otherwise ten miles.
564	**Altoona, Pa.** Musical Association Pres., Edouard Trout, 916 Seventh av. Sec., B. Harley Shook, 514 Pleasant Valley Blvd.	Altoona, east to Tyrone jurisdiction line; west to Johnstown jurisdiction line.
566	**Windsor, Ont., Canada.** Musicians' Union Pres., T. Crowley, 327 Askin Blvd. Sec., S. Grose, 687 Partington av.	East, 22½ miles; west to Amherstbury, including Bois Blanc Island; south to Leamington, and north midway to Detroit River.
567	**Albert Lea, Minn.** Musicians' Protective Union Pres., L. A. Berg, 119 East Clark st. Sec., Merle Sims, 214 East Clark st.	Ten miles.
574	**Boone, Iowa.** Musicians' Protective Union Pres., Blane Reid, 1509 Crawford st. Sec., Mrs. Mac. Reed, 1027 Greene st.	Ten miles and to extend to include Ames, Lake Robbins, Woodward, Iowa; Spring Lake, Jefferson, Iowa; and Perry, Iowa.
579	**Jackson, Mich.** Musicians' Protective Union Pres., Robert C. Pitard, 851 N. Jefferson st. Sec., Lee D. Hardcastle, 738 Broad	Ten-mile radius.
580	**Clarksburg, W. Va.** Musicians' Protective Union Pres., Oscar J. Moll, 153 Harrison st. Sec., Frank L. Zeller, 225 Jackson av.	Salem, Flemington, Weston, Buckhannon, West Union.
586	**Phoenix, Ariz.** Musicians' Protective Union Pres., Chas. J. Besse, 1426 E. Culver Sec., John B. Quick, 33 E. Monroe st.	Ten miles, and to include Mesa, Ariz.
587	**Milwaukee, Wis. (colored)** Musicians' Protective Union Pres., Henry Johnson, 2036 N. Ninth st. Sec., Florence Barbour, Apt. 2, 511 W. Juneau av.	Ten miles and includes South Milwaukee and Cudahy.
589	**Columbus, Ohio (colored)** Musicians' Protective Union Pres., S. M. Huffman, 799 Taylor av. Sec., C. T. Wilson, 896 E. Long st.	Under agreement with Local No. 103.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
593	**Sault Ste. Marie, Mich** Musicians' Mutual Protective Union Pres., Frank G. Oster, 118 Ridge st. Sec., Ira Stonehouse, 421 E. Spruce st.	Sault Ste. Marie, Mich.
594	**Battle Creek, Mich** Musicians' Protective Union Pres., Luke Whitcomb, 67 Sanderson st. Sec., D. B. Archbold, 117 W. Michigan av.	All of Calhoun County.
605	**Sunbury, Pa** Sunbury Federation of Musicians Pres., W. C. Fulmer, 456 King st., Northumberland, Pa. Sec., I. W. Rothenberg, 51 N. Sixth st.	Ten miles, and including Sunbury, Northumberland, Selinsgrove, Lewisburg, Milton, West Milton, Watsontown, Freeburg, Middleburg, Freemont, Beavertown and Beaver Springs.
608	**Astoria, Ore** Musicians' Mutual Protective Association Pres., Harvey Lundell, 366 Alameda Sec., Geo. L. Cobban, 597 Duane st.	Twenty miles.
609	**North Platte, Neb** Musicians' Association Pres., W. H. Copeland, 914 W. Fourth Sec., Edwin A. Weeks, 609 E. 2nd st.	Ten miles.
612	**Hibbing, Minn** Musicians' Protective Union Pres., D. J. Bloom, 115 Garfield st. Sec., Sverre Elnes, 2902 Fourth av.	Radius of fifteen miles.
615	**Port Arthur, Texas** Musicians' Protective Union Pres., Ed. Marchman, 2210 Thomas Blvd. Sec., B. A. Williams, 3319 Proctor st.	Ten miles, and also Port Neches, Sabine, Sabine Pass and Nederland.
618	**Albuquerque, N. M** Musicians' Protective Union Pres., John Lowe, Box 152. Sec., A. P. Wold, 412 Harvard	Twenty miles.
619	**Wilmington, N. C** Musicians' Protective Union Pres., C. W. Morgan, Brunswick Hotel Sec., C. W. Hollowbush, R. F. D. No. 1, Box 160	Wrightsville, Carolina and Wilmington Beaches—10, 15 and 18 miles, respectively.
627	**Kansas City, Mo. (colored)** Musicians' Protective Union Pres., William Shaw, 1625 E. 18th st. Sec., Benj. A. Jackson, 1823 Highland	Thirty miles and to include Excelsior Springs, Mo.
632	**Des Moines, Iowa (colored)** Musicians' Protective Union Pres., W. R. Banta, 1604 Ohio st. Sec., Harold Wilkenson, 955 W. 17th st.	Ten miles.
637	**Louisville, Ky. (colored)** Musicians' Protective Union Pres., John E. Eaton, 610 Fehr av. Sec., John Brokaw, 901 W. Chestnut st.	Ten miles.
652	**Modesto, Cal** Musicians' Protective Union Pres., Lynn Bither, Laurel av. Sec., Harold Macomber, Virginia av.	All of Stanislaus County.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
655	**Miami, Fla** The Miami Musicians' Protective Assn. Pres., Arthur Carlson, 361 W. 20th road Sec., W. C. Turner, P. O. Box 1301.	Fifty miles, and to include Boca Ratone.
661	**Atlantic City, N. J** Musicians' Protective Association Pres., Alfonso Porcelli, 18 N. Delaware av. Sec., Victor Leopold, 138 S. Virginia av.	Atlantic City and all such parts of Atlantic County as lie within a 10-mile radius of the City Hall, Atlantic City, which takes in the city of Ventnor City, Margate City, Longport City, Pleasant City, Absecon City and Ocean City, N. J.
664	**Lewiston, Idaho** Musicians' Protective Union Pres., Art L. Poston, Route No. 2 Sec., M. S. Taylor, 311 Weisgerber Block	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
675	**Springfield, Ill. (colored)** Musicians' Protective Union Pres., J. C. Douglas, 1126 E. Adams st. Sec., Geo. Hasten, 1606 Cummins av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
677	**Honolulu, Hawaii** Musicians' Association of Honolulu Pres., Domenic Moro, 320 Ohua av. Sec., Milton D. Beamer, 1325 Eighth av.	Island of Hawaii.
687	**Santa Ana, Calif** Musicians Musical Protective Association of Orange County Pres., George C. Furtsch, 131 N. Lyon st. Sec., Milton R. Foster, 309 N. Broadway	All of Orange County except the jurisdiction of Long Beach.
689	**Eugene, Ore** Musicians' Protective Union Pres., Ted Lenhart, Springfield, Ore. Sec., Dean Wentworth, P. O. Box 433	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
691	**Ashland, Ky** Ashland Federation of Musicians Pres., C. T. Mayne, 1526 S. Seventh st., Ironton, Ohio Sec., Jack J. Hutton, 313 Kitchen Bldg.	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
693	**Huron, S. D** Musicians' Protective Union Pres., G. W. Beddow, 981 Idaho, S. E. Sec., R. E. Balzer, 135 Seventh st., S. W.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
694	**Greenville, S. C** Musicians' Protective Union Pres., Clay Elrod, 223 E. Earle st. Sec., Ernest B. Hudson, P. O. Box 1234	Ten miles.
710	**Washington, D. C. (colored)** Musicians' Protective Association Pres., Wm. H. Bailey, 1739 "U" st., N. W. Sec., G. F. Robinson, 2025 13th st., N. W.	Ten miles.
711	**Watsonville, Calif** Musicians' Protective Union Pres., A. T. Jansen, 261 Main st. Sec., J. G. Hastie, 9 E. Third st.	Ten miles, provided same does not intrude upon the jurisdiction of a Local previously chartered.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
717	**East St. Louis, Ill.** Musicians' Protective Union Pres., L. F. Bierck, 640 N. 37th st. Sec., Wm. Schmidt, 545 N. 22nd st.	On the west, Mississippi River; on the east, midway between the St. Louis (Mo.) and Belleville (Ill.) Court Houses; on the south, 10 miles from the East St. Louis Court House; on the north, up to Madison (Ill.) city limits and to the Madison County line.
721	**Tampa, Fla.** Musicians' Association Pres., R. Glenn Kay, 507 Morgan st. Sec., James S. Dodds, Jr., 507 Morgan st.	Radius of 50 miles, but not to include St. Petersburg, Clearwater and their jurisdictions.
728	**St. John, N. B., Canada.** Musicians' Protective Union Pres., A. E. Jones, 203 Charlotte st. Sec., B. N. Goldstein, 79 Summer st.	Twenty-five miles.
729	**Clearwater, Fla.** Musicians' Protective Union Pres., Rocco Grella, 200 W. Turner st. Sec., J. Fred Wood, Crawford st.	A ten-mile radius to the south, and northward to the northern boundary of Pinellas County.
733	**Birmingham, Ala. (colored).** Musicians Protective Union Pres., Wilson L. Driver, Box 1665 Sec., John T. Whatley, Box 1665	Jefferson County.
743	**Sioux City, Iowa (colored).** Musicians' Protective Association Pres., Howard Fields Sec., Fred Hanson Baker, 716 Myrtle st.	Ten miles.
761	**Williamsport, Pa.** Musicians Protective Union Pres., Elmer L. Diehl, 679 Fifth av. Sec., C. C. Crafts, 813 Hepburn st.	Twenty miles.
767	**Los Angeles, Calif. (colored).** Musicians Protective Union Pres., Edward Bailey, 1710 S. Central av. Sec., Paul L. Howard, 1710 S. Central av.	Twenty-five miles and Catalina Islands.
768	**Bangor, Me.** Musicians Protective Union Pres., Hall C. Dearborn, 58 Third st. Sec., Herbert F. Monaghan, 47 Norway road	Ten miles.
770	**Hagerstown, Md.** Musicians Protective Union Pres., Arthur W. Seigman, 719 Virginia av. Sec., Samuel Strine, 527 W. Franklin st.	Ten miles.
771	**Tucson, Ariz.** Musicians Protective Union Pres., Walter Alwin, 548 E. Third st. Sec., Ernie Lewis, 267 S. Stone av.	Ten miles.
773	**Mitchell, S. D.** Musicians Protective Union Pres., Dr. F. A. Bettag, 308 E. Seventh av. Sec., Jos. P. Tschetter, 1304 E. Third av.	Ten miles.

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
787	**Cumberland, Md.** Musicians Protective Union Pres., A. J. Cope, 156 N. Mechanic st. Sec., Leo C. Reichert, 200 Pennsylvania av.	Thirty miles, and including Frostburg, Md.; Meyersdale, Pa., and Keyser and Piedmont, W. Va.
802	**New York City, N. Y.** Associated Musicians of Greater New York Pres., Jacob Rosenberg, 1267 Sixth av. Sec., William Feinberg, 1267 Sixth av.	Greater New York.
805	**Visalia, Calif.** Musicians' Protective Union Pres., Geo. DeBolt, 223 South "D" st., Tulare, Cal. Sec., Dick Coats, 412 East Mineral King av.	Tulare County, including Ward's Park on Kings River.
806	**West Palm Beach, Fla.** Musicians Protective Union Pres., Chas. Van Wormer, 316 Comeau Bldg. Sec., Wm. Boston, 316 Comeau Bldg.	North to include Fort Pierce (60 miles); ten miles east; 50 miles west, including Belle Glade, South Bay and Clewiston, and south to Boca Ratona city limits.
814	**Cincinnati, Ohio (colored)** Musicians Protective Union Pres., Edgar James, 714 W. Eighth st. Sec., Artie Matthews, 823 W. Ninth st.	Twenty miles.

EDUCATIONAL

COLLEGE AND UNIVERSITY INSTRUCTION PERTAINING TO RADIO

Information on courses pertaining to radio presented herewith was obtained from major colleges and universities, having 500 or more enrolment, via questionnaires.

Akron, University of, Akron, O.: Radio Speaking; Dr. Donald Hayworth.

Alabama College, Montevello, Ala.: Offers no specific radio courses, but is part owner of WAPI, Birmingham, over which weekly programs are given; York Kildea, chairman of committee on broadcasting.

Alabama Polytechnic Institute, Auburn, Ala.: Radio Engineering.

Alabama, University of, Tuscaloosa, Ala.: Thermionics and Electrical Images; Electrical Transients; Radio Communication; Radio Communication Laboratory; also has a radio club and a 100-watt station for phone and code, with transmitter and receiver.

Armour Institute of Technology, Chicago, Ill.: Radio Engineering (lectures and laboratory); Professor Sear; Principles of Radio Engineering (lectures and laboratory; evening school only); Mr. Kent; Radio Measurements and Laboratory Methods (evening school); Mr. Kent.

Austin College, Sherman, Tex.: No separate courses, but various phases of radio covered in physics course.

Baldwin-Wallace College, Berea, O.: No specific courses, but broadcasts a dramatic and musical series supervised by Albert L. Marting, director of public relations.

Bates College, Lewiston, Me.: Underlying Theory and Principles of Radio Communication, with Principles of Sound (offered alternate years); Dr. Karl S. Woodcock.

Baylor University, Waco, Tex.: Department of Speech covers various phases of broadcasting; Professor Paul Baker.

Berry College, Mt. Berry, Ga.: Radio Seminar, with juniors and seniors carrying on extensive experiments, repairing and installing all campus sets, amplifiers, microphones, and testing sound wave apparatus; Dr. L. E. McAllister.

Boston University, Boston, Mass.: Radio Advertising; Radio Writing; Radio Program Building (all evening courses); Ralph Rogers.

Bradley Polytechnic Institute, Peoria, Ill.: Course in Advanced Speech deals with broadcasting; Jack Brickhouse.

Brooklyn College, Brooklyn, N. Y.: None at present; various courses contemplated in September, when college will be installed in new buildings and have own station.

Brooklyn Polytechnic Institute, Brooklyn, N. Y.: Various phases of the subject covered by courses in Electrical Engineering and Vacuum Tubes; Professor Frank E. Canavaciol.

Bucknell University, Lewisburg, Pa.: Radio Circuits; Electronics: Professor George Irland.

California, University of, Berkeley, Calif.: Extension Division Courses are offered in Radio Continuity Writing, A. C. Love (Continuity Editor of the National Broadcasting Company); Commercial Broadcasting, Lindsay Spight; Radio Communication, Dr. Lester E. Reukema; Plays of the Current Theatre, Mrs. Guy S. Farrington and Mrs. Oscar M. Bennett.

Carnegie Institute of Technology, Pittsburgh, Pa.: Technical courses offered by Department of Electrical Engineering; symphony orchestra of 80 students broadcasts yearly series over NBC, under direction of Dr. J. Vick O'Brien, head of Department of Music; students also broadcast frequently over local station WCAE, under direction of Professor Henry F. Boettcher, head of Department of Drama.

Carroll College, Waukesha, Wisc.: Electrical Measurements (lectures and laboratory).

Case School of Applied Science, Cleveland, O.: No specific courses; subject covered incidentally in courses on Electrical Engineering; Professor J. R. Martin.

Centre College, Danville, Ky.: Electrical Machinery and Appliances treats various phases of radio, as does Physics course.

Chicago, University of, Chicago, Ill.: Radio Writing, James Colvin; Radio Dramatics, James Whipple.

Citadel, The, Charleston, S. C.: Informal courses in radio technique offered, and various phases also covered by Department of Physics; broadcasts weekly programs, from campus, over WCSC; C. F. Myers, Jr., director of radio programs.

Clemson College, Clemson, S. C.: No specific courses; professors broadcast on various topics, chiefly agricultural.

Colorado College, Colorado Springs, Colo.: Radio course offered, including principles of television; Howard Olsen.

Colorado, University of, Boulder, Colo.: General courses cover subject; nothing specific offered.

Cornell University, Ithaca, N. Y.: Radio Communication; Professor W. A. Ballard; Radio Guild (maintained by students, devoted to production); Melville Shavelson, president. (Note: Cornell has frequent broadcasts over WESG, Elmira, which it owns, although station is leased commercially to Elmira Star-Gazette.)

Davidson College, Davidson, N. C.: Limited work offered by Department of Physics.

Dayton, University of, Dayton, O.: Elements of Radio Communication; Morecroft A. R. R. L. Handbook; University Radio Club (organized to prepare students for taking out amateur license); Professor Louis H. Rose.

Denison University, Granville, O.: Radio, Telegraph and Telephone (lectures and laboratory); Richard M. Howe.

Denver, University of, Denver, Colo.: Radio Broadcasting; Continuity Writing; Professor Roscoe Stockton.

Detroit Institute of Technology, Detroit, Mich.: Radio Communication; Radio Communication Engineering Laboratory (offered in day and evening schools).

Detroit, University of, Detroit, Mich.: No specific courses; conducts University Looks at the News series over WWJ, in which members of the various faculties comment on the news from the university man's angle.

Dickinson College, Carlisle, Pa.: Maintain experimental station under direction of Professior W. A. Parlin, Department of Physics.

Drake University, Des Moines, Ia.: Broadcasting I, covering methods and fundamentals; Broadcasting II, covering dramatic and musical production; Broadcasting III, covering continuity writing; Broadcasting IV, covering advertising (offered by separate Department of Radio, which also broadcasts an average of 10 programs weekly over KSO, KRNT, WMT, WHO, KMA); E. G. Barrett, director.

Drexel Institute of Technology, Philadelphia, Pa.: Radiotelegraphy (winter term); Radiotelephony (spring term); Professor Robert C. Disque.

Duke University, Durham, N. C.: Communication Engineering, Audio Frequency, Radio Frequency; Professor W. J. Seeley.

Florida, University of, Gainesville, Fla.: No specific courses listed; offer following broadcasts over own station: music appreciation to public schools, Educational Hour, medical talks, English courses, dramatics, agriculture, home economics, astronomy and parent-teacher education programs, book reviews, classical music with lectures. (Note: The university owns station WRUF—which is, however, commercially operated.)

Georgia School of Technology, Atlanta, Ga.: Subject covered by Electrical Engineering courses; trade course offered in evening school; Professor T. W. Fitzgerald.

Grinnell College, Grinnell, Ia.: Microphones and amplifier to broadcast by remote control over WOI being installed; students will receive training in announcing, speaking, etc.

Grove City College, Grove City, Pa.: One year course offered by Engineering Department; broadcasts two programs weekly, sponsored by Faculty Radio Program Committee, and put on by teachers and students from all departments; H. W. Harmon, acting director. (Note: College owns and operates station WSAJ.)

Hamline University, St. Paul, Minn.: No specific course; Dramatic Department offers informal training in broadcasting.

Hampton Institute, Hampton, Va.: No specific courses; Radio Club for interested students in Electrical Department.

Harvard University, Cambridge, Mass.: No specific courses listed; broadcasts classroom lectures over non-commercial short-wave international station W1XAL (selected lectures in many different fields; no complete courses); Dean George H. Chase, director.

Howard University, Washington, D. C.: No specific courses; some experimental work carried on in advanced laboratory courses, and a small station is maintained.

Idaho, University of, Moscow, Idaho: No courses; Extension Division of College of Agriculture conducts daily programs over local stations; J. Robert Walker, radio agent.

Illinois, University of, Urbana, Ill.: Radiocasting; News and Radio; George E. Jennings. (Note: The University owns station WILL.)

Indiana University, Bloomington, Ind.: No courses at university, but two courses in script writing and radio studio work are offered at their Indianapolis Extension Center.

Iowa State College, Ames, Ia.: Radio Communication; Professor M. S. Coover; Radio Writing (Technical Journalism Department), with actual experience offered by having students edit and announce press service news over the college station WOI, daily except Sunday throughout the school year; Professors Blair Converse, Richard W. Beckman.

Iowa, State University of, Iowa City, Ia.: Radio Communication (lectures and laboratory); Telephone Communication (lectures and laboratory); Television (laboratory demonstrations including technique); Radio Theory and Design (lectures and laboratory); Radio News (students gather and write material incorporated in 15-minute news resume given over the university-owned station, WSUI); Radio Advertising; Speech in Radio Broadcasting (actual experience in departmental broadcasting studio; more talented students regularly connected with WSUI programs); Speech in Radio Broadcasting Plays (adapt and abridge legit shows which are presented weekly over WSUI); Problems in Speech; Radio in Education; graduate work in radio is given by the Department of Speech.

Kansas State College, Manhattan, Kans.: Radio Communication; Professor Fred Schumann; Radio Speaking and Announcing; Professor H. B. Summers; Radio Programs; Professor H. B. Summers; Radio Writing; Professor C. E. Rogers; course in television research conducted by members of staff in electrical engineering. (Note: The college owns station KSAC.)

Kansas, University of, Lawrence, Kans.: Theory of Radio and Television covered by Departments of Physics and Electrical Engineering.

Kent State University, Kent, O.: Radio Speaking, in connection with which students prepare and broadcast weekly thirty-minute program over WADC; Professors G. Harry Wright and E. Turner Stump.

Kentucky, University of, Lexington, Ky.; No specific courses; complete schedule of educational, musical and dramatic programs given via WHAS and WLAP.

Lafayette College, Easton, Pa.: Subject covered by Electrical Engineering and Physics Departments; Dr. Morland King; Professor Lawrence Conover; Finley Smith.

Lehigh University, Bethlehem, Pa.: Radio Communication; Electrical Communication; Vacuum Tubes and their Applications; Assistant Professor H. C. I. Knutson; Dramatics; Instructor A. A. Rights.

Linfield College, McMinnville, Ore.: Radio Speech; Professor McCaffey.

Louisiana State University, Baton Rouge, La.: Aircraft Radio and Lighting; Radio Engineering; Advanced Radio Engineering; Taintor Parkinson; Radio Survey; Radio Writing; Professor C. R. F. Smith; Elementary and Advanced Radio Technique offered by Department of Speech; Dr. C. M. Wise.

Loyola University, New Orleans, La.; Radio Communication.

Macalester College, St. Paul, Minn.; Principles of Radio Communication (laboratory); Professor R. B. Hastings.

Maine, University of, Orono, Me.: Communication Laboratory; Mr. Bliss; Communication Engineering; Telephone Transmission; Radio Engineering; Engineering Acoustics; Radio Laboratory; Communication Networks; Mr. Creamer.

Marquette University, Milwaukee, Wisc.: Radio Speech; Professor Wm. R. Duffey.

Maryland, University of, College Park, Md.: Electrical Communications (lectures and laboratory); Dr. Kear; Radio League, composed of students, maintains equipment for sending and receiving messages.

Michigan State College, East Lansing, Mich.: Radio Communications and Laboratory; Radio Writing; operates own station, WKAR, where students obtain practical work as announcers, etc.

Michigan, University of, Ann Arbor, Mich.: Radio Engineering, Assistant Professor Holland; technical courses offered in Electrical Engineering and The Electronics Institute; Speech and General Linguistics Department offers following courses during summer session—Stage and Radio Diction, Associate Professor Densmore; Broadcasting Technique and Fundamentals of Broadcasting, with actual experience over a commercial station, Assistant Professor Abbot; Radio Reading and Dramatics, Assistant Professor Abbot and Dr. Halstead. Classes in broadcasting are held in Morris Hall, where three acoustically treated studios permit rehearsals of large dramatic groups; university broadcasts regular informative and educational programs over WJR.

Minnesota, University of, Minneapolis, Minn.: Radio Script Writing; Luther Weaver; Radio Speaking; E. W. Ziebarth (both extension courses). (Note: The university owns WLB.)

Missouri, University of, Columbia, Mo.: Radio News course offered by Journalism School in co-operation with KFRU, Columbia.

Montana State College, Bozeman, Mont.: Subject covered incidentally by Department of Electrical Engineering; Professor J. A. Thaler; Department of Speech and Dramatics; Professor Bert Hansen.

Moravian College, Bethlehem, Pa.: Radio Communication; Professor C. N. Hoyler.

Muhlenberg College, Allentown, Pa.: Offer course in preparation for Education by Radio; weekly broadcasts: English Bible; Dr. Fritsch; Civic Forum; Dr. Carl W. Boyer, Director of Forum and also of Education Department of local station WCBA-WSAM.

New York, College of the City of, New York, N. Y.: No specific courses; extra-curricular activities include Dramatic Society; Frank C. Davidson, director; Theatre Workshop; Richard Ceough, director; Debating Society of Business School broadcasts every Sunday over WNYC.

New York University, New York City: Maintains a Radio Workshop giving students practice in programming, observation, lectures, problems for group study, and library and script collection; Workshop cooperates with the producing unit of the Educational Radio Project (conducted by the U. S. Office of Education) in offering actual network broadcasts; Department of Public Speaking under Prof. Arleigh B. Williamson, gives attention to the preparation of talks for radio presentations both in the general and advanced courses; Program Director for the University is H. M. Partridge.

North Carolina State College, Raleigh, N. C.: Electrical Engineering Department offers short course dealing broadly with radio and other forms of communication; R. S. Fouraker.

North Dakota, University of, Grand Forks, N. D.: Electric Communications; Communications Engineering; Electron Tubes; Radio Station Operation and Code instruction; Communication Networks; University Radio Playmakers, composed of 17 students, adapt and present dramas over KFJM, owned by the university.

Northeastern University, Boston, Mass.: No specific courses; maintains experimental station W1KBN under direction of Professor Carl F. Muckenhoupt; Radio Club under direction of Professor Roland G. Porter.

Northwestern University, Evanston, Ill.: Radio Acting; Radio Writing; Harold Isbell.

Notre Dame, University of, South Bend, Ind.: No specific courses; various engineering courses deal with construction problems; Playwriting course covers radio drama; Professor Richard Sullivan; supervised student programs broadcast three times weekly over local station WSBT; Rev. Eugene Burke, director of all radio work.

Ohio State University, Columbus, O.: Radio Management and Program Direction; Radio Broadcasting Problems; Mr. Higgy; Radio Speaking; Mr. Riley; Music in Radio Broadcasting; Mr. Wilson; Writing for the Radio; Advanced Theoretical Study of Electrical Engineering Practice and Equipment; various phases of radio also touched upon in Special Problems in Business Organization, Minor Problems in Education, Radio Education, Research in Education. (Note: The university owns station WOSU.)

Ohio University, Athens, O.: Elementary Radio; Radio Laboratory; Commercial Radio; Darrell B. Green; H. T. Houf, assistant professor.

Ohio Wesleyan University, Delaware, O.: No specific courses; phases of the subject covered in Speech and Dramatic Departments; Professor Hunter.

Oklahoma City University, Oklahoma City, Okla.: Radio Advertising (Journalism 102); Professor W. P. Atkinson.

Oklahoma, University of, Norman, Okla.: Electrons; Communications Engineering; Professor Clyde Farrar; Radio Dramatics; Assistant Professor John W. Dunn; Radio Speech; Professor Charles P. Green. (Note: The university owns station WNAD.)

Omaha, The Municipal University of, Omaha, Nebr.: Radio (Speech Department); Radio Broadcasting; R. P. Cunningham, program director of KOIL.

Oregon State College, Corvallis, Ore.: Radio Communication; Professor E. A. Yunker; Radio Speech; Professor C. B. Mitchell.

Pennsylvania State College, State College, Pa.; Radio Engineering; Professor E. C. Woodruff; Instructor G. L. Crossley.

Pennsylvania, University of, Philadelphia, Pa.: Following courses offered by Moore School of Electrical Engineering—Alternating Current Circuit Theory; Dr. Harold Pender, Dean of Department, assisted by Dr. J. G. Brainerd; High Frequency Alternating Currents; Professor Knox McIlwain; Electricity and Electronics; Dr. Carl C. Chambers.

Purdue University, West Lafayette, Ind.: Radio Broadcasting; technical courses in radio and television are offered in School of Electrical Engineering; Purdue Radio Workshop affords opportunity for about 50 students to do experimental work; actual experience is gained on the university station WBAA, operated by student personnel under faculty supervision; Purdue also has a television station; all radio activities are supervised by a University Radio Committee, with Clarence E. Dammon in charge of program production, personnel, and instruction.

Rensselaer Polytechnic Institute, Troy, N. Y.: Communication Engineering Theory; Communication Engineering Laboratory; Radio Communication Theory; Radio Communication Laboratory. (Note: The institute owns station WHAZ.)

Richmond, University of, Richmond, Va.: No specific courses; Radio Guild, headed by undergraduate William Hamilton, broadcasts weekly over WRVA.

St. Joseph's College, Philadelphia, Pa.: No specific courses; conducts a series of lectures on social topics over WCAU every year.

St. Lawrence University, Canton, N. Y.: No specific courses; Radio Workshop allows students to prepare scripts and deliver broadcasts, with one chosen as student announcer for the year.

St. Louis University, St. Louis, Mo.: Electric Oscillations and Electro Magnetic Waves; Rev. James Shannon, Director of Physics Department; Principles of Radio (lectures and laboratory); Assistant Professor Louis James.

St. Mary's College, St. Mary's, Calif.: No specific courses; two programs a week broadcast over KRE—St. Mary's on the Air, directed by undergraduate Walter Goldman; Classroom of the Air by Professor C. Wesley Davis.

St. Mary's University of San Antonio, Tex.: Radio Communication; Professor William J. Hamm; The Cameo Players present radio dramas; Professor Francis Hess; educational broadcasting is carried on under direction of following committee: William Hamm, Anthony Frederick, Stanley Kusman.

South Carolina, University of, Columbia, S. C.: Theory and Practice of Radio Telegraphy and Telephony (lectures and laboratory); Professor A. C. Carson.

South Dakota State College, Brookings, S. D.: Oral Reading; Professor Earl James. (Note: The college owns station KFDY.)

South Dakota, University of, Vermillion, S. D.: Radio Speaking, including some actual broadcasting by students. (Note: The university owns station KUSD.)

Southern California, University of, Los Angeles, Calif.: No specific courses listed, but extensive work is carried on in the instruction of acting, writing, announcing and operation of equipment, under the supervision of a Radio Staff; musical programs, interviews, lectures and dramatic presentations are broadcast over various commercial stations and from remote control studios on the campus; actual broadcasting is under the administration of a Director of Radio Programs.

Southern Methodist University, Dallas, Tex.: School of Engineering offers course in radio code practice, theory, radio construction, operation of amateur receivers and transmitters.

Southwestern Louisiana Institute, Lafayette, La.: No specific courses; broadcast education programs over KVOL weekdays.

Syracuse, University of, Syracuse, N. Y.: Radio Technique (School of Speech); Kenneth A. Bartlett; Radio Engineering; Dean Louis Mitchell, College of Applied Science.

Texas, Agricultural and Mechanical College of, College Station, Tex.: Advanced Communication Engineering — Telephone; Radio Communication; Advanced Communication Engineering—Radio.

Texas College of Arts and Industries, Kingsville, Tex.: No specific courses; various phases touched upon in Dramatic Art Department; Mildred Pecaut; Physics Department; Dr. L. E. Brown.

Toledo, University of, Toledo, O.: No specific courses; weekly broadcasts over WSPD, in charge of Professor Ames, include faculty talks and participation of following organizations: Dramatic Club, Professor L. Barnhart; Orchestra, Professor C. Ruegger; Debating Club, Professor Ewans; Glee Club, Professor Harder.

Villanova College, Villanova, Pa.: All courses dealing with radio are technical and included in engineering curriculum.

Virginia, University of, Charlottesville, Va.: Electrical Communications; Dr. Lawrence R. Quarles; Electrical Communications Laboratory; Professor James S. Miller, Dr. Lawrence R. Quarles; broadcasting incidental in dramatic courses; Play Production; Roger Boyle; Advanced Play Production; Associate Professor H. R. Pratt, Roger Boyle; dramatic sketches, original plays occasionally given by the Virginia Players over WCHV and WRVA.

Washington, State College of, Pullman, Wash.: Following specific technical courses offered under supervision of H. V. Carpenter, Dean of College of Mechanic Arts and Engineering—Radio Engineering (telegraphy and telephony); Practical Radio; Thermionic Vacuum Tubes; Radio Servicing; technical courses in related subjects, same college—Communication Engineering; Communication Laboratory; Electricity and Magnetism; Electron Theory; Physics (individual research); Radio Production, Maynard Lee Daggy, Head of Speech Department; Radio Writing, Sam E. Whitlow, Journalism Department; actual radio experience is offered through KWSC, owned and operated by the college on a non-commercial basis.

Washington University, St. Louis, Mo.: Various radio courses offered in School of Engineering: Professor Roy S. Glasgow, director; amateur station W8UA is maintained under Professor Carter.

Wayne University, Detroit, Mich.: Radio Speech; Preparation of Radio Programs; Radio Techniques; Garnet R. Garrison; Principles Underlying Effective Radio Broadcasting; Professor George W. Carter; regular broadcasts are put on over WXYZ and the Michigan Network, WMBC, WJBK, under supervision of the Wayne University Radio Committee; Dr. Preston H. Scott, chairman; Mr. Garrison.

West Virginia State College, Institute, W. Va.: No specific courses; radio debates with other West Virginia Colleges broadcast over WCHS during the year; Lorena E. Kemp, director.

Wheaton College, Wheaton, Ill.: Theory of Electricity and Magnetism; Advanced Laboratory Practice; Professors Paul E. Stanley, H. O. Taylor.

Wisconsin, University of, Madison, Wis.: Technical courses offered in Electrical Engineering, Professor Glenn Koehler; Radio Speaking, Professor H. L. Ewbank; 30 students a year receive actual experience in writing, announcing, directing, performing and operating through WHA, owned and operated on a non-commercial basis by the university; Freshman Radio Training Club is open to 10 selected students; comprehensive study of school broadcasting is now being made by four full-time research workers.

Wittenberg College, Springfield, O.: No specific courses; broadcast about 10 programs a year over WHIO, WLW.

Worcester Polytechnic Institute, Worcester, Mass.: Various phases covered by courses in Electrical Engineering Department; Professor H. H. Newell.

Wyoming, University of, Laramie, Wyo.: Radio Speech; Louis A. Mallory.

COLLEGE SPORTS SYMPOSIUM, 1936-38

Radio sport records on all leading colleges, with approximately 500 or more students, were gathered via questionnaires during late spring and early summer by the VARIETY RADIO DIRECTORY.

Records for 1936 are completely presented. In many instances, however, plans for the 1937-38 season (herein referred to only as "1937") are necessarily vague, due to the fact that frequently the colleges do not set any policy definitely until approached by a sponsor or station. Wherever possible it is stated whether the schools charge for rights, or whether they give them away free. Again in this instance, however, many institutions are still vague as to future procedure. The large influx of sponsors into the field of college sports has caused policy shifts, many of which are currently unsettled.

Records presented below give the name of the institution, address, type of student body (whether solely male, or co-ed), and number of students at the last registration.

AKRON, UNIVERSITY OF, Akron, O. Co-ed, 1,500 students. *1936:* six play-by-play football broadcasts over WJW, Akron, on sustaining. 1937 football games to be broadcast over WADC, Akron, also on sustaining. University rulings do not permit commercial broadcasts of sports.

ALABAMA POLYTECHNIC INSTITUTE, Auburn, Ala. Co-ed; 2,600 students. *1936*: football broadcasts over WBRC and WSGN, Birmingham; WSFA, Montgomery, and WALA, Mobile. Each broadcast had a local sponsor. Southeastern Conference, of which this school is a member, is endeavoring to find a sponsor for all Southeastern Conference games for 1937. If this fails, each member school will be in charge of broadcast rights to home games.

ALABAMA, UNIVERSITY OF, Tuscaloosa, Ala. Co-ed; 4,876 students. *1936*: football games of Nov. 7 and 26 broadcast by NBC and CBS; most of football season broadcast by local stations in the area. Broadcast rights for 1937 depend on action of Southeastern Conference.

ALFRED UNIVERSITY, Alfred, N. Y. Co-ed; 650 students. *1936*: no broadcasts of any sports. Plans for 1937 do not include any sports broadcasting of any kind.

ALLEGHENY COLLEGE, Meadville, Pa. Co-ed; 650 students. *1936*: no sports broadcast. Plans for 1937 have no "expectations of broadcasting"; no rules of any kind on broadcasting formulated.

AMERICAN UNIVERSITY, THE, Washington, D. C. Co-ed; 450 students. *1936*: no broadcasts. Plans for 1937 show expectations of football broadcasts; no sponsor signed at the time this school was questioned. Member of the Chesapeake Conference.

AMHERST COLLEGE, Amherst, Mass. Male 850 students. *1936:* Amherst-Williams football game broadcast over a New England hookup headed by WEEI, Boston, for Atlantic Refining. No decision on 1937 football policy.

ARMOUR INSTITUTE OF TECHNOLOGY, Chicago, Ill. Male; 850 day school, with 1,300-1,400 in evening school. *1936*: very few sports broadcasts of any kind. Same expectations for 1937.

AUSTIN COLLEGE, Sherman, Texas. Co-ed; 610 students. *1936*: no sports broadcasts. 1937 may possibly see some football and other sports broadcast locally; but no contracts as yet.

BALDWIN-WALLACE, Berea, Ohio. Co-ed; 750 students. *1936*: no home football games broadcasts, although hosts in two out-of-town games allowed them. Will allow football broadcasts in 1937, so long as the sponsor is not a seller of intoxicating liquor.

BATES COLLEGE, Lewiston, Me. Co-ed; 610 students. *1936*: no sports broadcasts. Little expectations of any during 1937.

BAYLOR UNIVERSITY, Waco, Texas. Co-ed; 1,700 students. *1936*: all broadcasts (football) of the Southwest Conference, of which Baylor is a member, were sponsored by Humble Oil & Refining Co. Same sponsor has the 1937 football rights.

BELOIT COLLEGE, Beloit, Wis. Co-ed; 590 students. *1936*: football broadcasts via WCLO, Janesville, on sustaining. Probably same arrangement for 1937 football.

BERRY COLLEGE, Mt. Berry, Ga. Co-ed; 1,180 students. *1936*: no sports of any kind broadcast. No broadcasts to be allowed for 1937.

BOSTON UNIVERSITY, Boston, Mass. Co-ed; 10,355 students. *1936*: two home football games sponsored by Atlantic Refining over the Yankee Network. Rights for 1937 not signed at time university was queried.

BOWDOIN COLLEGE, Brunswick, Me. Male; 550 students. *1936*: no sports broadcasts. Have no objections to broadcasts or sponsorship.

BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio. Co-ed; 1,125 students. *1936*: no sports broadcasts. No rules against such broadcasts, however.

BRADLEY POLYTECHNIC INSTITUTE, Peoria, Ill. Co-ed; 1,750 students. *1936*: all home football games broadcast over WMBD, Peoria, under sponsorship of the Alliance Life Insurance Co. Football season of 1937 to be largely a repeat of 1936; broadcast rights are free to station.

BRIGHAM YOUNG UNIVERSITY, Provo, Utah. Co-ed; 2,300 students. *1936*: no sports broadcasts. Would allow sponsored broadcasts "if we had the right kind of sponsor."

BUCKNELL UNIVERSITY, Lewisburg, Pa. Co-ed; 1,200 students. *1936:* no sports broadcasts. Will allow sponsored broadcasts in 1937.

CALIFORNIA, UNIVERSITY OF, Berkeley, Cal. Co-ed; 14,000 students. *1936:* football of all Pacific Coast Conference Colleges, of which this institution is a member, was broadcast under sponsorship of the Associated Oil Co. Same sponsor has exclusive rights for 1937, and an option on all other sports, including a score of basketball games.

CALIFORNIA, UNIVERSITY OF, AT LOS ANGELES, Los Angeles, Cal. Co-ed; 7,000 students. *1936:* football games broadcast under sponsorship of the Associated Oil Co. 1937 basketball signed by same sponsor. (Note: UCLA is a member of the Pacific Coast Conference Colleges, all of whose sports are under option to Associated Oil.)

CARLETON COLLEGE, Northfield, Minn. Co-ed; 800 students. *1936:* no sports broadcast. Not interested in having them broadcast during 1937.

CARNEGIE INSTITUTE OF TECHNOLOGY, Pittsburgh, Pa. Co-ed; 2,112 students. *1936:* basketball broadcast on sustaining over WWSW, Pittsburgh. Football rights for 1937 may be purchased. Basketball allowed on sustaining only.

CARROLL COLLEGE, Waukesha, Wis. Co-ed; 500 students. *1936:* no sports broadcast. Would have no objections to sponsored sports, providing that advertiser is not a tobacco or liquor company.

CASE SCHOOL OF APPLIED SCIENCE, Cleveland, Ohio. Male; 800 students. *1936:* no sports broadcast. Policy is against broadcasting.

CATHOLIC UNIVERSITY OF AMERICA, THE, Washington, D. C. Co-ed; 1,600 students. *1936:* six football games broadcast over WJSV, Washington, under sponsorship of Kellogg. Will permit broadcasts during 1937.

CENTRE COLLEGE, Danville, Ky. Male and co-ed divisions separate; 400 students. *1936:* no sports broadcasts, except where team playing host to Centre allowed such broadcasts. Would allow football broadcasts in 1937 if a suitable sponsor was interested.

CHATTANOOGA, UNIVERSITY OF, Chattanooga, Tenn. Co-ed; 525 students. *1936:* no sports broadcast. During 1937 would allow out-of-town football to be broadcast locally; no home-game broadcasts allowed.

CHICAGO, THE UNIVERSITY OF, Chicago, Ill. Co-ed; 6,000 students. *1936:* two basketball games were broadcast on sustaining. During 1937 will allow football broadcasts, so long as they are on sustaining; no fee charged to station broadcasting; this is a university regulation, and is not part of the Intercollegiate Conference (Big Ten) regulations.

CITADEL, THE, (MILITARY COLLEGE OF SOUTH CAROLINA), Charleston, S. C. Male; 890 students. *1936:* football games broadcast by local sponsor via WCSC, Charleston. Will allow all sports to be broadcast, sponsored if desired, during 1937, subject to Southern Conference rulings.

CLEMSON COLLEGE, Clemson, S. C. Male; 1,600 students. *1936:* three football games broadcast via WAIM, Anderson, and WFBC, Greenville. During 1937 sports broadcasts of all kind will be allowed (there is a state law requiring all state institutions to allow broadcasting of sports events without remuneration; radio stations may sell the broadcasts to sponsors).

COE COLLEGE, Cedar Rapids, Ia. Co-ed; 700 students. *1936:* one game (football)

broadcast sustaining via WMT, Cedar Rapids. Rules for current football and sports season indefinite.

COLBY COLLEGE, Waterville, Me. Co-ed; 565 students. *1936:* no sports broadcast. Are interested in possibilities of sponsored broadcasts.

COLORADO COLLEGE, Colorado Springs, Colo. Co-ed; 600 students. *1936:* no sports broadcasts. Will not allow sponsored sports as yet. Conference rules are that if there is any sponsored broadcasting, it must be agreeable to the management of both teams.

COLORADO SCHOOL OF MINES, Golden Colo. Male; 600 students. *1936:* no sports broadcasts. None allowed.

COLORADO STATE COLLEGE, Fort Collins, Colo. Co-ed; 1,700 students. *1936:* no sports broadcasts. None allowed—against conference rules.

COLORADO, UNIVERSITY OF, Boulder, Colo. Co-ed; 3,880 students. *1936:* two basketball games broadcast over KFEL, Denver; no football. No football broadcasts to be allowed in 1937—against Rocky Mountain Conference rules. This is the University of Denver's last year (1937) in the Rocky conference; will adopt own rules in 1938.

COLUMBIA UNIVERSITY, New York, N. Y. Co-ed; 31,000 students (total of all schools—day, evening, etc.). *1936:* five football games broadcast on sustaining over WHN and WMCA, New York; Columbia-Stanford game was commercially broadcast by WOR, New York, under sponsorship of Atlantic Refining. In all probability the 1937 football season will be broadcast non-commercially. University attitude favors non-commercial broadcasts.

CONNECTICUT STATE COLLEGE, Storrs, Conn. Co-ed; 800 students. *1936:* no sports broadcasts. Would allow commercial broadcasts during 1937.

CORNELL COLLEGE, Mt. Vernon, Ia. Co-ed; 564 students. *1936:* no sports broadcasts. No plans for 1937. No conference rules against sponsored or sustaining sports broadcasts.

CORNELL UNIVERSITY; Ithaca, N. Y. Co-ed; 6,100 students. *1936:* four football games broadcast over New York State Network under sponsorship of Atlantic Refining. Will allow commercial broadcasts in 1937. Commercials must be cut to minimum, and "in good taste."

DARTMOUTH, Hanover, N. H. Male; 2,430 students. *1936:* several games broadcast over WEEI, Boston, and WINS, New York, under sponsorship of Atlantic Refining. Will allow commercial broadcasts during 1937 season; but "we will not consider all types of commercial sponsorship."

DAVIDSON COLLEGE, Davidson, N. C. Male; 654 students. *1936:* several football games broadcast on sustaining basis. During 1937 will probably allow several football broadcasts, either sponsored or sustaining (a commercial offer has been made to the college). Sponsor "would have to be approved; church-related school, conservative in its policy."

DAYTON, UNIVERSITY OF, Dayton, Ohio. Co-ed; 460 students. *1936:* no sports broadcast. Probably no such broadcasts in 1937. No rules formulated to date anent sponsorship.

DE PAUW UNIVERSITY, Greencastle, Ind. Co-ed; 1,280 students. *1936:* no sports broadcasts. No objections to such broadcasts during 1937. No rules against broadcasts.

DENISON UNIVERSITY, Granville, Ohio. Co-ed; 850 students. *1936:* no sports broadcasts. None in prospect for 1937 at time of inquiry, although there are no rules against such broadcasts.

DENVER, UNIVERSITY OF, Denver, Colo. Co-ed; 3,200 students. *1936:* no sports broadcasts. No broadcasts of football allowed for 1937. Basketball games may be broadcast.

DETROIT INSTITUTE OF TECHNOLOGY, Detroit, Mich. Male; 2,600 students. *1936:* no sports broadcasts. Hope to broadcast home football games during 1937.

DETROIT, UNIVERSITY OF, Detroit, Mich. Co-ed; 2,818 students. *1936:* all home, and two out-of-town games, broadcast by WJBK, Detroit. Intend to allow 1937 football broadcasts. No rules anent sponsorship except that the advertiser be "reputable" and have a business "not by nature derogatory to an educational institution."

DICKINSON COLLEGE, Carlisle, Pa. Co-ed; 600 students. *1936:* no sports broadcast. No arrangements made or considered for 1937.

DRAKE UNIVERSITY, Des Moines, Ia. Co-ed; 1,000 students. *1936:* Drake Relays broadcast sustaining by NBC and CBS. Will allow football broadcasts

during 1937; in the past rights to sponsorship were given away free by the school; attitude for 1937 not settled.

DREXEL INSTITUTE OF TECHNOLOGY, Philadelphia, Pa. Co-ed; 1,657 students. Two football games (out-of-town) sponsored on out-of-town stations by Atlantic Refining; one basketball game broadcast. Broadcasts of home games not considered for 1937.

DUKE UNIVERSITY, Durham, N. C. Co-ed (via two adjoining campuses with co-ordination); 3,450 students. *1936:* Duke-Colgate game broadcast by CBS; WDNC, Durham; WPTF, Raleigh, and WBT, Charlotte, broadcast other football games, with WBT having Atlantic Refining sponsorship; boxing and basketball broadcast by same stations. Will allow broadcasts in 1937.

FLORIDA, UNIVERSITY OF, Gainesville, Fla. Male (co-ed during summer session only); 3,068 students. *1936:* football games sponsored by Standard Oil of Kentucky. Will allow broadcasts during 1937. University reserves right to censor all commercial continuity and use its own sports announcers.

FURMAN UNIVERSITY, Greenville, S. C. Co-ed; 915 students. *1936:* football games sponsored by Coca-Cola Bottling Co. Expect broadcasts of football during 1937 via same sponsorship.

GEORGIA SCHOOL OF TECHNOLOGY (GEORGIA TECH), Atlanta, Ga. Male; 2,100 students. *1936:* football sponsored over WSB, Atlanta, but all details handled by opposing teams. No details for 1937 given.

GEORGIA, UNIVERSITY OF, Athens, Ga. Co-ed; 3,000 students. *1936:* football games sponsored via WSB, Atlanta, by Atlantic Refining. Will allow broadcasts during 1937. Only rule is that sponsor must have approval of the competing teams.

GRINNELL COLLEGE, Grinnell, Ia. Co-ed; 762 students. *1936:* no sports broadcasts. None for 1937.

GROVE CITY COLLEGE, Grove City, Pa. Co-ed; 850 students. *1936:* home football and basketball games broadcast sustaining. Will broadcast 1937 games via WSAJ, non-commercial station owned by the college.

HAMLINE UNIVERSITY, St. Paul, Minn. Co-ed; 600 students. *1936:* no sports broadcasts. Probably none for 1937.

HAMPDEN - SYDNEY, Hampden-Sydney, Va. Male; 350 students. *1936:* no sports broadcasts. None for 1937 in all probability. There are no restrictions against such broadcasts.

HAMPTON INSTITUTE, Hampton, Va. Co-ed; 1,000 students (note: this school is for Negroes only). *1936:* no sports broadcasts. None for 1937. No rules against such broadcasts, however.

HARVARD UNIVERSITY, Cambridge, Mass. Male; 8,263 students. *1936:* no sports broadcasts. No decision for 1937, except that if there are any broadcasts, they can't be sponsored.

HOLY CROSS, COLLEGE OF THE, Worcester, Mass. Male; 1,200 students. *1936:* play-by-play broadcasts of several football games sponsored by Atlantic Refining over a New England hook-up. Plans for 1937 not indicated.

HOWARD PAYNE COLLEGE, Brownwood, Texas. Co-ed; 648 students. *1936:* no sports broadcast. None for 1937. No rules against these broadcasts, however.

HOWARD UNIVERSITY, Washington, D. C. Co-ed; 2,110 students. *1936:* no sports broadcasts. No plans for 1937. No rules against such broadcasts.

IDAHO, UNIVERSITY OF, Moscow, Idaho. Co-ed; 2,700. *1936:* three football and three basketball broadcasts sponsored by the Associated Oil Co. Broadcast rights for 1937 again purchased by same sponsor.

ILLINOIS, UNIVERSITY OF, Urbana, Ill. Co-ed; 11,845. *1936:* four football games broadcast by half-a-dozen or more stations apiece, some of them selling the games to sponsors; the University must approve sponsors. During 1937 the same practice will prevail with home games, to the extent of the university's facilities, except that there will be charges for booth expenses, etc.

INDIANA UNIVERSITY, Bloomington, Ind. Co-ed; 9,980 students. *1936:* two football games broadcast. Statement for 1937 says: "We expect to permit broadcasting. . . . We only ask that broadcasting be done on a high standard. Whenever there is sponsorship, we feel that the income should be divided equally between the broadcasting station and the University."

IOWA STATE COLLEGE, Ames, Ia. Co-ed; 5,700 students. *1936:* home football games were broadcast over WOI, which the college owns, on sustaining.

Same plans for 1937. Big Six Conference leaves such matters up to individual schools.

KANSAS STATE COLLEGE, Manhattan, Kan. Co-ed; 3,550 students. *1936:* three football and three basketball games carried on local station KSAC as sustainers. Same arrangement to apply for 1937, with the college controlling its own sports broadcasts.

KANSAS, UNIVERSITY OF, Lawrence, Kan. Co-ed; 4,862 students. *1936:* three football games broadcast, one sponsored by E-Z Washing Machines; one by Wheaties; and one sustaining. Broadcasting policy for 1937 unsettled. Big Six Conference allows each member to make own broadcast rules.

KENT STATE UNIVERSITY, Kent, Ohio. Co-ed; 1,800 students. *1936:* no sports broadcast. No arrangements for 1937, and no rules of any kind set up.

KENTUCKY, UNIVERSITY OF, Lexington, Ky. Co-ed; 3,500 students. *1936:* all home football games, except the Georgia Tech game, sponsored over WLAP by the Wheeler Furniture Co. and Goodwin Bros.; Georgia Tech game was broadcast sustaining; basketball game with Manhattan College in New York sponsored by above-mentioned sponsors; Notre Dame game sponsored by Oertels; Tennessee and Mexico games sponsored by Bradley Drug Co. Athletic broadcast policy for 1937 not determined at time of inquiry. University Radio Director has right to censor any broadcasts. No beer or liquor sponsors permitted.

KNOX COLLEGE, Galesburg, Ill. Co-ed; 600 students. *1936:* no sports broadcasts. Radio for 1937 uncertain. No rules against broadcasts.

LAFAYETTE COLLEGE, Easton, Pa. Male; 900 students. *1936:* three football games broadcast via WEST, Easton, under sponsorship of Atlantic Refining. Same sponsor has 1937 option.

LEHIGH UNIVERSITY, Bethlehem, Pa. Male; 1,601 students. *1936:* no sports broadcast. Broadcasts not seriously considered for 1937. Lehigh is not a member of any athletic conference.

LINFIELD, McMinnville, Ore. Co-ed; 500 students. *1936:* two football games broadcast. Will allow broadcasts during 1937.

LONG ISLAND UNIVERSITY, Brooklyn, N. Y. Co-ed; 1,206 students. *1936:* no sports broadcasts. None contemplated for 1937.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. Co-ed; 7,250 students. *1936:* practically all football games broadcast under various sponsorships via WDSU, New Orleans, and state-wide hookup; Tulane game broadcast by NBC, as well as Sugar Bowl game. Will allow similar broadcasts during 1937. Athletic Council passes on commodities to be advertised.

LOUISVILLE, UNIVERSITY OF, Louisville, Ky. Co-ed; 3,500 students. *1936:* no sports broadcast. No plans for 1937.

LOYOLA UNIVERSITY, New Orleans, La. Co-ed (in professional schools only); 813 students. *1936:* football games broadcast via WWL. Will allow commercial broadcasts in 1937.

LOYOLA UNIVERSITY, Chicago, Ill. Co-ed; 5,175 students. *1936:* two basketball games broadcast sustaining via WIND, Gary. May have commercial basketball during 1937.

MACALESTER COLLEGE, St. Paul, Minn. Co-ed; 620 students. *1936:* no sports broadcasts. None for 1937.

MAINE, UNIVERSITY OF, Orono, Me. Co-ed; 1,600 students. *1936:* no sports broadcast. None for 1937.

MARQUETTE UNIVERSITY, Milwaukee, Wis. Co-ed; 3,000 students. *1936:* practically all football games sponsored by Wadhams Oil Co. over WISN and WTMJ, Milwaukee, as well as other stations. Will allow such broadcasts in 1937; the university charges no fee for rights; any station may take the games gratis and sell them to a sponsor, providing the latter is acceptable to the university.

MARYLAND, UNIVERSITY OF, College Park, Md. Co-ed; 2,000 students. *1936:* several football games sponsored by Atlantic Refining over WBAL, Baltimore. Will allow similar broadcasting in 1937.

MERCER UNIVERSITY, Macon, Ga. Co-ed; 500 students. *1936:* no sports broadcasts. None for 1937. Against the policy of the Board.

MIAMI, UNIVERSITY OF, Coral Gables, Fla. Co-ed; 750 day students; 260 adult division. *1936:* no sports broadcasts. Decision—pending at time of inquiry—for 1937 rests with athletic board. Conference rulings also to be determined at time of inquiry.

MICHIGAN, UNIVERSITY OF, Ann Arbor, Mich. Co-ed; 11,000 students. *1936:* all 1936 football games broadcast by WWJ and WJR, Detroit, as well as

KYW, Philadelphia, under sponsorship of Kellogg's; all basketball games sponsored by Annis Furs over WJBK, Detroit. Will allow football sponsorship during 1937 with a fee of $2,000 per game for four home games. Sponsor and commercial continuity must be approved by the university, and the advertiser must sign a special contract agreeing to the university's terms.

MICHIGAN STATE COLLEGE, East Lansing, Mich. Co-ed; 4,600 students. *1936:* all football games, all at-home baseball games, tennis matches, and some boxing, wrestling, and swimming broadcast over the college's station WKAR. Same arrangement for 1937 (non-commercial). Other stations may have the football games through an arrangement with the Athletic Department.

MIDDLEBURY COLLEGE, Middlebury, Vt. Co-ed; 721 students. *1936:* some sports broadcast over local station on sustaining. Possible that same arrangement will pertain in 1937.

MINNESOTA, UNIVERSITY OF, Minneapolis, Minn. Co-ed; 14,000 students. *1936:* football and basketball broadcast over the university's own station WLB; also over KSTP, WTCN and WCCO, Minneapolis-St. Paul; all sustaining. Same arrangement for 1937 football season contemplated. Rules do not permit commercial sponsorship.

MISSOURI, UNIVERSITY OF, Columbia, Mo. Co-ed; 4,200 students. *1396:* football was broadcast both commercial and sustaining over KFRU, WDAF, KMOX, KSD, WHB, KXBY and KWK; basketball was broadcast by KFRU. Policy for 1937 not determined at time of inquiry.

MONTANA STATE COLLEGE, Bozeman, Mont. Co-ed; 1,250 students. *1936:* no sports broadcasts. Nothing signed for 1937; rights would be determined after mutual agreements with contestants. Rocky Mountain Conference, of which this school is a member, is disbanding, and policies against commercial broadcasts—heretofore held by the conference—may be altered.

MOUNT ST. MARY'S COLLEGE, Emmitsburg, Md. Male; 350 students. *1936:* WFMD, Frederick, broadcast three home football games; also interviews with coaches, players, etc.; station sold these commercially. Same arrangement will probably be maintained in 1937. The college receives no fees for these commercial broadcasts.

MUHLENBERG COLLEGE, Allentown, Pa. Male (co-ed in extension division only); 450 students. *1936:* no sports broadcasts. May change policy in 1937 and allow commercial broadcasts. Sponsor would have to be "ethically acceptable."

MUSKINGUM COLLEGE, New Concord, Ohio. Co-ed; 750 students. *1936:* no sports broadcasts. Would permit sponsorship in 1937 with "proper sponsor"; no beer or tobacco advertisers would be allowed.

NEVADA, UNIVERSITY OF, Reno, Nev. Co-ed; 1,100 students. *1936:* four home football games broadcast locally last year; no fees charged. Same arrangements contemplated for 1937.

NEW HAMPSHIRE, UNIVERSITY OF, Durham, N. H. Co-ed; 1,594 students. *1936:* some football broadcast sustaining by Yankee and Colonial Networks. Will allow broadcasts in 1937.

NEW YORK, COLLEGE OF THE CITY OF, New York, N. Y. Male (except in evening and commercial divisions); 24,000. *1936:* one football game sent out via Teleflash. Would allow broadcasts, in all probability, for 1937. No fees for rights contemplated, but faculty athletic permission must be obtained.

NEW YORK UNIVERSITY, New York City. Co-ed; 42,187 students. Only sports broadcast during the past season was a fencing meet, carried by WNYC, the New York City municipal station. No sportscasts contemplated for 1937, and especially not football broadcasts.

NIAGARA UNIVERSITY, Niagara Falls, N. Y. Co-ed; 940 students. *1936:* no sports broadcasts. None for 1937.

NORTH CAROLINA STATE COLLEGE, Raleigh, N. C. Co-ed; 1,850 students. *1936:* no sports broadcasts. Would allow for 1937. Statement says: "Southern Conference rules allow broadcasts of sports events, but under a rule of the University of North Carolina, of which N. C. State is a part, no commercial broadcasts are allowed."

NORTH DAKOTA, UNIVERSITY OF, Grand Forks, N. Dak. Co-ed; 1,700 students. *1936:* football, basketball and hockey broadcast over KFJM, owned by the university. Same arrangement for 1937.

NORTHEASTERN UNIVERSITY, Boston, Mass. Male; 1,700 students. *1936:* no sports broadcast. Will allow sports to be broadcast under commercial sponsorship in 1937.

NORTH TEXAS STATE TEACHERS COLLEGE, Denton, Tex. Co-ed; 2,200 regular students; 3,500 summer session. *1936:* no sports broadcast. Would allow 1937 sports to be broadcast.

NORTHWESTERN UNIVERSITY, Evanston, Ill. Co-ed; 10,000 students. *1936:* all football games broadcast over various facilities, including NBC and CBS, WGN, WBBM, WMAQ, WCFL, WJJD, and by various sponsors. Rights given free by university. Football will probably be broadcast again during the 1937 season, but no policy has been established as yet regarding charges, if any.

NOTRE DAME, UNIVERSITY OF, Notre Dame, Ind. Male; 3,000 students. *1936:* all football games broadcast over major networks and individual stations, some sponsored, some sustaining; rights were given free. Basketball games broadcast over WSBT-WFAM. During 1937 will allow all home football games to be broadcast to "the full extent of our facilities for broadcasting."

OHIO STATE UNIVERSITY, Columbus, O. Co-ed; 15,000 students. *1936:* all football games broadcast over WOSU on sustaining basis, as required by school; Mutual network also carried the Pittsburgh-Ohio game. Commercial broadcasts of 1937 games will probably not be permitted; stations will be allowed to join WOSU, for a nominal fee, in broadcasting any games.

OHIO UNIVERSITY, Athens, O. Co-ed; 2,700 students. *1936:* no sports broadcast. Will allow in 1937; no rules against commercial sponsorship.

OHIO WESLEYAN UNIVERSITY, Delaware, O. Co-ed; 1,400 students. *1936:* football games broadcast over WKRC. Will allow games to be commercially sponsored in 1937.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Okla. Co-ed; 1,053 students. *1936:* football games with Baylor and Haskell broadcast over KOMA, sponsored by Post Bran Flakes. Broadcast privileges can probably be arranged for 1937 games.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. Co-ed; 5,600 students. *1936:* no sports broadcast. 1937 policy not determined at time of inquiry; if carried by WNAD, owned by the university, they must be on a sustaining basis, as station is non-commercial.

OMAHA, MUNICIPAL UNIVERSITY OF, Omaha, Nebr. Co-ed; 1,600 students. *1936:* out-of-town football games broadcast. Will allow 1937 games to be broadcast; no restrictions on commercial sponsorship.

OREGON STATE COLLEGE, Corvallis, Ore. Co-ed; 3,468 students. *1936:* football games broadcast over KOIN, KEX, KGW; basketball over KALE; both sports sponsored by Tide Water Associated Oil Co.; also carried on sustaining basis by KOAC. Will allow football games to be broadcast during 1937 season.

PENNSYLVANIA STATE COLLEGE, State College, Pa. Co-ed; 5,500 students. *1936:* football games with Syracuse and Pitt broadcast on sustaining basis. There is no ruling against allowing broadcasts of 1937 sports, but college officials would "exert extreme caution in passing on a commercial sponsor, since Penn State is largely a state-supported institution."

PENNSYLVANIA, UNIVERSITY OF, Philadelphia, Pa. Co-ed; 13,000 students. *1936:* football games broadcast under sponsorship of Atlantic Refining Co. No decision has been made on such broadcasts during 1937 season, reserves right to have one or two games broadcast by the national chains.

PITTSBURGH, UNIVERSITY OF, Pittsburgh, Pa. Co-ed; 10,500 students. *1936:* football games broadcast under sponsorship of Atlantic Refining Co.; Rose Bowl game over NBC. Will allow similar broadcast in 1937; prices to be determined by Athletic Council.

POMONA COLLEGE, Claremont, Calif. Co-ed; 750 students. *1936:* no sports broadcasts; probably none in 1937, though college has no rules against such broadcasts.

PRINCETON UNIVERSITY, Princeton, N. J. Male; 2,586 students. *1936:* two football games broadcast over NBC and WMCA, New York; one over NBC, CBS, WMCA; two over WMCA; Princeton Invitation Track Meet broadcast over NBC, CBS, Mutual; A.A.U. Track Championships broadcast over NBC, CBS, Mutual; Olympic Rowing Trials over NBC, CBS, Mutual. Will allow sports to be broadcast in 1937 season. Broadcasting companies may carry any sports they desire, but must be sustaining; commercial sponsorship not allowed.

PROVIDENCE COLLEGE, Providence, R. I. Male; 825 students. *1936:* all home and four out-of-town football games broadcast under sponsorship of Atlantic Refining Co. Will allow sponsored broadcasts of football in 1937.

PURDUE UNIVERSITY, W. Lafayette, Ind. Co-ed; 5,507 students. *1936:* all home football games broadcast over WBAA, owned by university; same schedule for 1937 season. Sponsored broadcasts are not permitted.

REDLANDS, UNIVERSITY OF, Redlands, Calif. Co-ed; 645 students. *1936:* football game with Loyola broadcast over KEHE, sponsored by Associated Oil Co.; over KNX, sponsored by George Jessel. Will allow commercial sponsorship of sports in 1937.

RENSSELAER POLYTECHNIC INSTITUTE, Troy, N. Y. Male; 1,250 students. *1936:* no sports broadcast; none contemplated for 1937. School has no specific rules against such broadcasts, however.

RHODE ISLAND STATE COLLEGE, Kingston, R. I. Co-ed; 1,100 students. *1936:* no sports broadcast. Will allow commercial sponsorship of 1937 sports, if agreeable dates available.

RICHMOND, UNIVERSITY OF, Richmond, Va. Co-ed (via co-ordination); 1,550 students. *1936:* two football games broadcast over Virginia Broadcasting System under sponsorship of Atlantic Refining Co. Will allow sports to be commercially sponsored in 1937.

ROANOKE COLLEGE, Salem, Va. Co-ed; 380 students. *1936:* no sports broadcast. Will allow sponsored broadcasts in 1937, the only restriction being the interest of the particular game.

RUTGERS UNIVERSITY, New Brunswick, N. J. Male; 2,500 students. *1936:* no sports broadcast; none contemplated in 1937. Policy to date has been against such broadcasts.

ST. ANSELM COLLEGE, Manchester, N. H. Male; 400 students. *1936:* no sports broadcasts. Will allow sports broadcasts in 1937, open to commercial sponsors.

ST. JOSEPH'S COLLEGE, Philadelphia, Pa. Male; 460 students. *1936:* no sports broadcast except one basketball game contracted for by opponent. Will broadcast sports in 1937 if possible.

ST. LAWRENCE UNIVERSITY, Canton, N. Y. Co-ed; 660 students. *1936:* all home football and basketball games broadcast over WCAD, non-commercial station owned by the university. Same schedule planned for 1937.

ST. LOUIS UNIVERSITY, St. Louis, Mo. Co-ed; 5,000 students. *1936:* four football games broadcast over WIL under sponsorship of Bigalte Electric, Philco and Zenith Radios; one football game over KMOX, Kellogg Co.; one over KWK, Dodge Co.; one over KFRU, Ford Co. No plans have been decided upon for 1937 football. Broadcasting privileges are not sold to any one station, but given free to any station fulfilling requirements of school.

ST. MARY'S COLLEGE, St. Mary's, Calif. Male; 450 students. *1936:* football and basketball games broadcast over KLX, KQW, KFRC, KGO, KPO, KJBS, under sponsorship of Associated Oil Co. Will allow football broadcasts in 1937; prices vary from year to year.

ST. MARY'S UNIVERSITY OF SAN ANTONIO, TEX. Male (co-ed in evening school); 500 students. *1936:* football games broadcast over KMAC, sponsored by local bakery. Will probably have sports broadcasts in 1937.

ST. OLAF COLLEGE, Northfield, Minn. Co-ed; 1,008 students. *1936:* no sports broadcast; none contemplated in 1937, but school has no rules against such broadcasts.

ST. THOMAS, COLLEGE OF, St. Paul, Minn. Male; 650 students. *1936:* football games broadcast over WTCN under sponsorship of Twin City Federal Savings & Loan Assn. Will allow sports broadcasts in 1937, but prices have not been determined.

SOUTH CAROLINA, UNIVERSITY OF, Columbia, S. C. Co-ed; 1,551 students. *1936:* seven football games broadcast over WIS. Games will be commercially sponsored in 1937.

SOUTH DAKOTA STATE COLLEGE, Brookings, S. D. Co-ed; 1,000 students. *1936:* football and basketball games broadcast over KFDY, owned by college; no commercial sponsorship allowed. Same schedule will be followed in 1937.

SOUTH DAKOTA, UNIVERSITY OF, Vermilion, S. D. Co-ed; 1,000 students. *1936:* all home football and basketball games broadcast over WNAX. In 1937, WNAX may take games for sponsor; if no sponsor is signed, sports will be broadcast over university's own station, KUSD, as sustaining features.

SOUTHERN CALIFORNIA, UNIVERSITY OF, Los Angeles, Calif. Co-ed; 14,000 students. *1936:* football games broadcast over KFI, KHJ, KFAC, KNX, and KFWB; basketball games broadcast over KEHE; both sports sponsored by Associated Oil Co. Associated Oil has option on all sports for 1937.

SOUTHERN METHODIST UNIVERSITY, Dallas, Tex. Co-ed; 3,259 students. *1936:* football games broadcast under sponsorship of Humble Oil & Refining Co. Same company has football rights for 1937 season.

SOUTHWESTERN UNIVERSITY, Georgetown, Tex. Co-ed; 600 students. *1936:* no sports broadcast. Will allow such broadcasts in 1937, with "reasonable restrictions" on sponsorship.

SOUTHWESTERN LOUISIANA INSTITUTE, Lafayette, La. Co-ed; 1,242 students. *1936:* no sports broadcast; probably will be in 1937.

SPRINGFIELD COLLEGE, Springfield, Mass. Co-ed; 550 students. *1936:* one football game broadcast under sponsorship of local gas company. Will allow sports to be broadcast in 1937.

STANFORD UNIVERSITY, Stanford University, Calif. Co-ed; 4,000 students. *1936:* all football and basketball games broadcast over various stations under sponsorship of Associated Oil Co. All 1937 football games will be broadcast under same sponsorship.

SWARTHMORE, Swarthmore, Pa. Co-ed; 700 students. *1936:* no sports broadcast; none contemplated for 1937. College has no rules governing such broadcasts, as none have ever been made.

SYRACUSE UNIVERSITY, Syracuse, N. Y. Co-ed; 5,200 students. *1936:* home football games broadcast over WSYR, WHAM, under sponsorship of Atlantic Refining Co. No arrangements noted for 1937.

TEMPLE UNIVERSITY, Philadelphia, Pa. Co-ed; 12,000 students. *1936:* home and out-of-town football games and home basketball games broadcast over WIP under sponsorship of Atlantic Refining Co. Will have sponsored sports broadcasts in 1937.

TEXAS, AGRICULTURAL AND MECHANICAL COLLEGE OF, College Station, Tex. Male; 4,600 students. *1936:* football broadcasts over KPRC, WPAB-WFAA, WOAI, KTRH, KTSA, KRLD, KNOW, under sponsorship of Humble Oil and Refining Co.; baseball games broadcast on sustaining basis. 1937 football rights have again been sold to Humble Oil & Refining.

TEXAS COLLEGE OF ARTS AND INDUSTRIES, Kingsville, Tex. Co-ed; 840 students. *1936:* no sports broadcast. Will allow sponsored broadcasts in 1937, but no contracts made nor prices determined.

TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Tex. Co-ed; 3,011 students. *1936:* no sports broadcast. No arrangements made for 1937, but college has no restrictions against such broadcasts.

TOLEDO, UNIVERSITY OF, Toledo, O. Co-ed; 1,490 day students; 800 evening. *1936:* one football game broadcast over WSPD. Will allow sponsored broadcasts in 1937.

TULANE UNIVERSITY, New Orleans, La. Co-ed; 4,000 students. *1936:* all football games broadcast, two on national networks; rights given free. Will not allow such broadcasts in 1937 unless sold to commercial sponsor.

VILLANOVA COLLEGE, Villanova, Pa. Male: 804 students. *1936:* no sports broadcast. Plans for 1937 not determined.

VIRGINIA MILITARY INSTITUTE, Lexington, Va. Male; 675 students. *1936:* football games broadcast, mainly over Virginia Broadcasting System, under sponsorship of Atlantic Refining Co. Plans for 1937 have not been determined.

VIRGINIA POLYTECHNIC INSTITUTE, Blacksburg, Va. Co-ed; 1,800 students. *1936:* football game with University of Virginia broadcast over Virginia Broadcasting System; rights given free. Will allow sports broadcasts in 1937, but plans have not been formulated.

VIRGINIA, UNIVERSITY OF, Charlottesville, Va. Male (co-ed in graduate and professional courses); 2,500 students. *1936:* all home and some out-of-town football games broadcast over Virginia Broadcasting System. Same schedule will be followed in 1937; 7 of 9 football games will be broadcast over same network under sponsorship of Atlantic Refining.

WAKE FOREST COLLEGE, Wake Forest, N. C. Male; 1,000 students. *1936:* Wake Forest-University of North Carolina, Wake Forest-Duke football games over WSOC; various football games will be broadcast in 1937, but no sponsors signed at time of inquiry.

WASHBURN COLLEGE, Topeka, Kans. Co-ed; 850 students. *1936:* no sports broadcast; none contemplated in 1937, but have no rules against such broadcasts.

WASHINGTON, STATE COLLEGE OF, Pullman, Wash. Co-ed; 3,500 students. *1936:* all football games broadcast over college station KWSC under sponsorship of Associated Oil Co.; 8 basketball games were sponsored by Associated Oil, and additional games carried as sustaining features. Same sponsor has contracted for football games in 1937.

WASHINGTON UNIVERSITY, St. Louis, Mo. Co-ed; 7,600 students. *1936:* football games broadcast over KMOX, KSD, KWK, WIL, Mutual, ABC Network, on contract basis, with limited sponsorship. Will allow sponsored broadcasts in 1937, with rights to be based on cash or advertising time equivalent.

WASHINGTON AND LEE UNIVERSITY, Lexington, Va. Male, 950 students. *1936:* Kentucky vs. Washington and Lee broadcast over Virginia Broadcasting System (rights given free).

WAYNE UNIVERSITY, Detroit, Mich. Co-ed; 10,000 students. *1936:* no sports broadcast; none planned for 1937. There are no rules covering such broadcasts, as the occasion has not arisen to date.

WESTERN MARYLAND COLLEGE, Westminster, Md. Co-ed; 529 students. *1936:* football games broadcast over WBAL under sponsorship of Atlantic Refining Co. No contracts signed for 1937 at time of inquiry, and prices not determined.

WEST VIRGINIA STATE COLLEGE, Institute, W. Va. Co-ed; 655 students. *1936:* no sports broadcast; none planned for 1937. College has no rules on such broadcasts.

WEST VIRGINIA UNIVERSITY, Morgantown, W. Va. Co-ed; 2,600 students. *1936:* no sports broadcast; out-of-town football was carried elsewhere. Will allow 1937 broadcasts of sports "if properly compensated."

WESTMINSTER COLLEGE, New Wilmington, Pa. Co-ed; 553 students. *1936:* no sports broadcast. Have no objection to such broadcasts, but have no plans for them at present.

WHEATON COLLEGE, Wheaton, Ill. Co-ed; 1,086 students. *1936:* no sports broadcast; none planned for 1937. College has no rules governing such broadcasts.

WILLAMETTE UNIVERSITY, Salem, Ore. Co-ed; 775 students. *1936:* football games broadcast over KEX and KSLM; all sustaining except one over KEX, which was sponsored by Associated Oil Co. Basketball broadcasts over KEX on sustaining basis. Will allow all sports to be broadcast in 1937, sponsored if desired.

WILLIAMS COLLEGE, Williamstown, Mass. Male; 800 students. *1936:* no sports broadcast; such broadcasts are being considered for 1937.

WILLIAM AND MARY, COLLEGE OF, Williamsburg, Va. Co-ed; 1,200 students. *1936:* football broadcasts over Virginia Broadcasting System on sustaining basis. Sports broadcasts will be allowed in 1937 "if other Virginia Colleges will do likewise"; no sponsors had applied for rights at time of inquiry, and no prices had been determined.

WISCONSIN UNIVERSITY OF, Madison, Wisc. Co-ed; 10,000 students. *1936:* all football direct from field over WHA, owned and operated on non-commercial basis by the university. During 1937, expect to broadcast all games; although WHA allows no sponsorship, other stations do sell rights; commercials, if any, cannot be put in from campus, but must be injected from studios.

WITTENBERG COLLEGE, Springfield, O. Co-ed; 850 students. *1936:* no sports broadcast; none planned for 1937, though they would be allowed.

WOOSTER, THE COLLEGE OF, Wooster, O. Co-ed; 941 students. *1936:* no sports broadcast; none contemplated for 1937. College has no rules governing such broadcasts.

WORCESTER POLYTECHNIC INSTITUTE, Worcester, Mass. Male; 600 students. *1936:* no sports broadcast; none contemplated during 1937.

WYOMING, UNIVERSITY OF, Laramie, Wyo. Co-ed; 1,700 students. *1936:* no sports broadcast. Athletic Conference ruling prohibits sports broadcasts of any kind.

XAVIER UNIVERSITY, Cincinnati, O. Male; 1,200 students. *1936:* six football games broadcast over WSAI and WCPO; no commercial sponsors. Plans for 1937 undetermined; rate offered local sponsors last year was $50 per hour.

YALE UNIVERSITY, New Haven, Conn. Male; 5,100 students. *1936:* several football games sponsored by Socony-Vacuum in New England, and by Atlantic Refining in New York. To date, certain rights for the 1937 football games have been again purchased by Socony-Vacuum. Other details not given.

EDUCATIONAL PROJECTS FOR RADIO

Data concerning the various groups seeking to impart to radio a wider educational influence are presented herewith.

From time to time several of these groups have asked, either in Washington or otherwise, that radio be more largely devoted to education. Hence data on the groups' setup and activities is presented.

EDUCATIONAL RADIO PROJECT

Address: Office of Education, Washington, D. C. *Officers:* John W. Studebaker (Commissioner of Education), administrator; William D. Boutwell (Editor-in-Chief, Office of Education), director; Shannon Allen, art director; James D. Strong, business manager; Philip H. Cohen, production manager; B. P. Brodinsky, director of special events; Lamar Kelley, audience preparation director; Rudolf Schramm, music director; Lawrence Paquin, production director; John K. White, Jr., engineer. *Script writers:* Bernard C. Schoenfeld, Dr. Harold C. Calhoun, Mrs. Dorothy Calhoun, Marguerite B. Felber, Gordon Hubbel.

Activities: Started in December, 1935, with a $75,000 appropriation from President Roosevelt, the project attained its most concrete function the following year. On October 15, 1936, the Educational Script Exchange, consisting of 100 different scripts, planned, written and produced by staff members, was put into operation. Scripts are offered gratis, on request, with the single proviso that they be broadcast as sustaining programs only. To date, 40,000 copies of the scripts have been distributed, 1,000 produced—392 of them as network programs. A total of nearly $200,000 has been allocated to the project by the government. The networks have contributed close to $1,000,000 in station time, services of directors, musicians, technicians, etc. Most widely broadcast scripts include "The World Is Yours," "Have You Heard?" "Let Freedom Ring."

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Office: University of Wisconsin, Madison, Wis. *Officers:* H. B. McCarty (WHA, University of Wisconsin), president; Carl Menzer (WSUI, University of Iowa), vice-president; B. B. Brackett (KUSD, University of South Dakota), secretary-treasurer; C. E. Dammon (WBAA), R. C. Higgy (WOSU), E. P. Humbert (WTAW), W. E. Phillips (WILL), C. A. Taylor (WESG), executive committee.

Activities: Composed largely of radio stations operated in conjunction with educational institutions (and known, prior to 1934, as the Association of College and University Broadcasting Stations), this organization was founded to assist members in protecting and developing their broadcasting facilities, and to encourage a wider use of radio for educational purposes. A monthly News-Letter and an Exchange Packet serve to keep members in touch with each other. More specific contact for the exchange of information and ideas is affected by two meetings a year—the spring meeting, regularly held at WHA, University of Wisconsin, and the annual convention, which in 1937 is held at WILL, University of Illinois, from September 10 to 14. The association is also one of the sponsoring agencies for the National Conference on Educational Broadcasting, the first meeting of which was held in Washington in 1936, the second to convene in Chicago in 1937.

THE NATIONAL COMMITTEE ON EDUCATION BY RADIO

Office: 1 Madison Avenue, New York, N. Y. *Officers:* Dr. Arthur G. Crane (president, University of Wyoming), chairman; Dean H. J. Umberger (director of extension, Kansas State College), vice-chairman; S. Howard Evans, secretary; Arthur G. Crane, James E. Cummings (Department of Education, National Catholic Welfare Conference), J. O. Keller (assistant to the president, Pennsylvania State College), Harold B. McCarty (program director, WHA, University of Wisconsin), Charles A. Robinson (St. Louis University), Agnes Samuelson (State Superintendent of Public Instruction, Iowa), Willis A. Sutton (Superintendent of Schools, Atlanta, Ga.), H. J. Umberger, George F. Zook (president, American Council on Education), committee members.

Activities: The Committee was organized in 1930 with funds for a minimum period of three years provided by John D. Rockefeller, Jr., and the Carnegie Corporation of New York. Broadly speaking, its purpose is to collect and study programs, regardless of sources, and devise means for developing more effective programs, and to compare educational programs in this country with those abroad. To attain these ends, the organization maintains functional

committees to suggest and prepare programs on such subjects as art, economics, government, science, public health, etc., a representative engineering group to advise educators and the general public of the present status and potentialities of radio and the allied arts, a group of librarians to advise committee members, as they make up their programs, on reading lists and supplementary material. Cooperation is maintained with the U. S. Office of Education, and with other organizations interested in the application of modern science to education. A monthly bulletin, "Education by Radio," is issued, as are bulletins in an Information Series. An Annual Assembly provides meeting ground for representatives of all schools of thought in the field of educational broadcasting, the first being held in New York in May, 1931. In addition to its specific functions, the Committee acts as spokesman for organized education in radio matters, promotes cooperative radio councils, encourages the school use of radio, and serves as a clearing house for information regarding education by radio.

UNIVERSITY BROADCASTING COUNCIL

Office: 230 N. Michigan Avenue, Chicago, Ill. *Officers:* William H. Spencer (Dean, University of Chicago School of Business and Chairman of the Radio Committee of the university), president; Edward H. Stromberg (Publicity Department, Northwestern University), vice-president; Allen Miller (University of Chicago), director, secretary; David M. Sharer (Comptroller, DePaul University), treasurer; Parker Wheatley, assistant director; James C. Whipple, production manager; Malcolm Romberg, chief engineer.

Activities: Founded to stimulate cooperation among educational institutions, and between them and radio stations for the broadcasting of educational material, the Council maintains a permanent staff of persons who have an intimate knowledge of both radio and educational problems. Calling itself "an organization of experiment," it is responsible for the University of Chicago Round Table, nationally broadcast for four years, which received the 1937 award of the Women's National Radio Committee as the best educational program on the air. During the past year, educational material has been adapted to dramatic programs, and a series for the Field Museum of Natural History is currently being prepared. The dramatic content of the latter is culled from various expeditions of the Museum staff to bring back new exhibits. In order to "educate the educators," recording equipment has been installed to supplement previous efforts at individual criticism and counseling of the technique of professors broadcasting regularly.

DR. ANGELL AS NBC EDUCATIONAL COUNSELLOR

At the end of June, 1937, the National Broadcasting Company appointed as its educational counsellor Dr. James Rowland Angell, retiring president of Yale.

NEWS - PUBLICITY

NEWSPAPER RADIO EDITORS

Major newspapers devoting space to radio are listed herewith. Names of radio editors appear in italics.

Abbreviations: *B.*, radio editor's birthday. *E.*, college or university attended by the radio editor. *M.*, indicates radio editor's membership in fraternities, clubs, lodges, etc.

ALABAMA

BIRMINGHAM NEWS AND AGE-HERALD, Birmingham, Ala. *Andrew W. Smith* (also Bridge Editor, both papers). Uses half column daily in both Age-Herald (morning) and News (evening); Sunday, full column in combined publication. *B.*, Aug. 12. *E.*, Birmingham-Southern. *M.*, Theta Kappa Nu, Pi Gamma Mu, Pen and Key Club.

SOUTHERN RADIO NEWS, Birmingham, Ala. *Samuel E. Russell,* managing editor. Southern weekly devoted entirely to radio (est. 1931). *B.*, Dec. 29. *E.*, Southern College.

ARIZONA

ARIZONA REPUBLIC, Phoenix, Ariz. *Francis E. Ross.* Uses varying space, periodically, according to the news. *B.*, May 23. *E.*, London Central Coll. Inst. (Can.) *M.*, Arizona Press Club, American Assoc. of Engineers.

ARIZONA DAILY STAR, Tucson, Ariz. *Howard O. Welty* (also reporter). Uses 1½ columns daily, with program notes, hour-by-hour highlight schedule; Sundays, full page. *B.*, April 19. *E.*, U. of Arizona, U. of California.

ARKANSAS

ARKANSAS DEMOCRAT, Little Rock, Ark. *Harlan S. Hobbs* (also film editor, Sunday Magazine editor). Uses half a column daily, half a page Sunday. *B.*, Aug. 27. *E.*, Little Rock Junior College, U. of Arkansas. *M.*, Little Rock Safety Council (secretary and publicity director), Little Theatre.

CALIFORNIA

ALBANY ARGUS-SPOKESMAN, Albany, Calif. *Robert Goerner* (also radio editor, Alameda Journal). Uses 1 column weekly. *B.*, Feb. 15. *E.*, Armstrong College. *M.*, Phi Zeta.

BAKERSFIELD CALIFORNIAN, Bakersfield, Calif. *Ralph F. Kreiser.* Uses half to three-quarters column daily. *B.*, Feb. 22. *E.*, U. of California.

BERKELEY DAILY GAZETTE, Berkeley, Calif. *Helane Peters* (also some concert and play reviewing). Uses full column daily, 2½ on Saturday. *B.*, June 1. *E.*, U. of Calif. *M.*, Berkeley Women's City Club.

FRESNO BEE, Fresno, Calif. No particular person designated as radio editor, but paper uses 2 columns daily.

NEWS-PRESS, Glendale, Calif. *Homer Canfield* (column also throughout southern California by Southern California Newspapers Associated and various independent papers). Uses three 15-inch columns daily in some papers; four full columns daily in others. *B.*, June 30. *E.*, U. of California. *M.*, Delta Upsilon.

HOLLYWOOD CITIZEN-NEWS, Hollywood, Calif. *Zuma M. Palmer.* Uses 4 columns every weekday except Saturday, when the space runs to 6 columns. *B.*, June 22. *E.*, U. of Southern California. *M.*, Mortar Board, D.A.R.

LONG BEACH MORNING SUN, Long Beach, Calif. *David R. Lewis.* Uses 3 to 4 columns daily, with schedules. *B.*, Oct. 2. *E.*, Long Beach Junior College.

LONG BEACH PRESS TELEGRAM, Long Beach, Calif. *C. Fulton Field* (also Aviation Editor). Uses 2 to 3 columns daily with illustrations; "Entertainment below the broadcast band" paragraph explains transmission on high frequencies. *B.*, Aug. 10. *E.*, U. of Miami. *M.*, Long Beach Polo Club, L. B. Rowing Club, Aero Club, Alamitos Bay Yacht Club, U. S. Naval Reserve.

EVENING HERALD AND EXPRESS, Los Angeles, Calif. *Eugene Inge.* Uses 15 to 20 inches daily. *B.*, Sept. 4. *E.*, Junior College of Commerce, L. A. *M.*, Sewanee, Elks.

ILLUSTRATED DAILY NEWS AND EVENING NEWS, Los Angeles, Calif. *James Harper* (by-line in Evening News, "Dylan Wright"). Uses full column of copy daily in morning and evening papers, with two columns of logs. *B.*, April 8. *E.*, Dallas University.

LOS ANGELES EXAMINER, Los Angeles, Calif. *Bernie Milligan* (also sports and special features announcer). Uses 4 columns daily. *B.*, June 21. *E.*, Xavier U. *M.*, Lakeside, Hollywood A. C.

LOS ANGELES TIMES, Los Angeles, Calif. *Carroll Nye.* Uses a full column daily; Sunday, full page with feature, chatter and critical columns, news, illustrations, schedules. *B.*, Oct. 4. *E.*, U. of California. *M.*, Phi Delta Theta, Elks Lodge No. 99.

OAKLAND POST-ENQUIRER, Oakland, Calif. *William A. Holmes* (also music editor). Uses 1½ columns daily. *B.*, Feb. 3. *E.*, St. Mary's, Calif.

OAKLAND TRIBUNE, Oakland, Calif. *Jack Burroughs.* Uses approx. 22 column inches daily. *B.*, Aug. 28.

PASADENA STAR-NEWS AND PASADENA POST, Pasadena, Calif. *Reg Warren* (also real estate and automobile editor). Uses a full column of news plus several columns of schedules daily in both papers.

PASADENA INDEPENDENT, Pasadena, Calif. *Will N. MacBird* (also writes "Microphonically Speaking" for Douglas McMann Publications, monthly magazines for college circulation; directs publicity, Los Angeles Federal Theatre of the Air; by-line, "Bill Bird"). Uses half to three-quarter column Monday and Thursday, plus two columns of logs. *B.*, Jan. 9.

SACRAMENTO BEE, Sacramento, Calif. *Ronald D. Scofield* (also music, drama and book editor). Uses 2 columns daily, 8 columns Sunday.

SACRAMENTO UNION, Sacramento, Calif. *William R. Richards.* Uses three-quarter column daily. *B.*, Sept. 14. *E.*, Yuba County Junior College. *M.*, B.P.O.E. No. 783, Marysville, Calif., Sacramento Music and Literary Club.

SAN DIEGO SUN, San Diego, Calif. *Charles Beyrer.* Uses half to three-quarters column daily; Sundays, full page *B.*, Sept. 19. *M.*, San Diego Rowing Club.

SAN DIEGO UNION AND SAN DIEGO TRIBUNE, San Diego, Calif. *Maurice W. Savage* (also film and dramatic editor, both papers). Uses 750 words daily in the Union and the Tribune. *B.*, May 5. *E.*, San Diego State. *M.*, Pi Delta Kappa, Blue Key.

CALL-BULLETIN, San Francisco, Calif. *Robert Ziegler Hall* (also feature newscaster; by-line, "Bob Hall"). Uses 8 columns daily—2 columns of gossip, 2 of schedules, 4 of illustrations. *B.*, March 11. *E.*, San Jose State College.

SAN FRANCISCO CHRONICLE, San Francisco, Calif. *Herb Caen.* Uses approximately 1,200 words daily. *B.*, April 3. *E.*, Sacramento Junior College.

SAN FRANCISCO EXAMINER, San Francisco, Calif. *Darrell Donnell* (also news broadcaster for the Examiner). Uses a full column daily. *B.*, April 24. *E.*, U. of California. *M.*, Sigma Nu, Hurley's Bar and Buffet.

SANTA BARBARA NEWS-PRESS, Santa Barbara, Calif. *Elinor Hayes.* Uses 3 columns daily, a full page of copy Sunday. *B.*, April 9.

STOCKTON RECORD, Stockton, Calif. *Mel Bennett* (also state and amusement page editor). Uses only daily schedules at present; hopes to resume regular daily column later. *B.*, July 28. *E.*, College of the Pacific.

COLORADO

GAZETTE AND TELEGRAPH, Colorado Springs, Colo. *Wauhillau LaHay* (also program, promotion, publicity director, announcer, continuity writer for KVOR). Uses 1½ columns every Sunday. *B.*, July 14. *E.*, Oklahoma State. *M.*, Kappa Alpha Theta.

ROCKY MOUNTAIN NEWS, Denver, Colo. *Alberta Pike* (also film editor). Uses three-quarter column daily. *B.*, July 9. *E.*, U. of Colorado, Columbia.

CONNECTICUT

BRIDGEPORT (SUNDAY) HERALD, Bridgeport, Conn. *Leo Miller* (also film editor; Bridgeport correspondent for Variety; member Board of Review, "Radio Stars"). Uses 3 pages every Sunday. *B.*, April 12. *E.*, Syracuse U. *M.*, Zeta Beta Tau, Beta Gamma Sigma, Sigma Delta Chi.

BRIDGEPORT POST, Bridgeport, Conn. *Walter Rockwell Clark* (also county editor, local news commentator on WICC; by-line, "Rocky Clark"). Uses 4½ columns daily, with full schedules, illustrations; Sundays, full page of news, gossip, illustrations. *B.*, Aug. 16. *E.*, Yale. *M.*, Alpha Chi Rho, Appalachian Mountain Club.

TIMES-STAR, Bridgeport, Conn. *Frederic Thoms.* Uses full column daily, with art. *B.*, Feb. 8. *E.*, Colgate, Stanford. *M.*, Corinthian Lodge, A. F., A. M., Colgate Club of Bridgeport, Fellowcraft Association.

HARTFORD DAILY TIMES, Hartford, Conn. *Harold B. Waldo.* Uses 3 to 6 columns every weekday, with schedules and a cut with announcement of special features. *B.,* June 7. *M.,* Glastonbury Historical Society, Glastonbury Chamber of Commerce, 32d degree Mason, Zoning and Fire Commissioner.

NEW BRITAIN HERALD, New Britain, Conn. *Kenneth J. Saunders* (also scholastic sports writer). Uses 20-inch column daily except Saturday, when space runs to 40 inches. *B.,* June 12. *M.,* New Britain Press Club (treasurer).

ITALIAN-AMERICAN WEEKLY NEWS, New Haven, Conn. *Thomas M. Friscoe* (also general manager and columnist). Uses 2 columns weekly.

NEW HAVEN REGISTER, New Haven, Conn. *Colby Driessens.* Uses half a page of copy, under three-column head, Sundays. *B.,* Aug. 23.

SENTINEL, South Norwalk, Conn. *Edward Reynolds* (also Drama Editor). Uses 15 to 20 column inches daily. *B.,* Dec. 30.

STAMFORD ADVOCATE, Stamford, Conn. *E. R. McCullough* (also city editor). Uses three-quarter column daily. *B.,* Feb. 26. *E.,* Connecticut State.

WATERBURY EVENING DEMOCRAT, Waterbury, Conn. *Ray Fitzpatrick* (also general assignment and police reporter; broadcasts five-time-a-week Man About Town program over WATR). Uses up to two-thirds of a page (with column accounting for half that space) weekdays. *B.,* March 19. *E.,* Holy Cross. *M.,* American Newspaper Guild, Waterbury Press Club, Ashley Club.

WATERBURY REPUBLICAN, Waterbury, Conn. *William J. Slator* (also city editor; supervises daily programs of WBRY, owned by the paper, the radio page of the morning and Sunday Republican, and substitutes for E. Christy Erk, radio editor of the evening American, both papers being owned by the same interests). Uses 5 columns daily, with schedules, news, illustrations; Sunday, 6 to 7 columns. *B.,* July 23. *M.,* Masons; Lions Club; captain, Adjutant General's Department, O.R.C.; V.F.W. (Also see listing of E. Christy Erk under Waterbury Republican and American).

WATERBURY REPUBLICAN AND AMERICAN, Waterbury, Conn. *E. Christy Erk* (also columnist and commentator over WBRY, owned by the papers; see listing under Waterbury Republican). Uses full column daily in both papers. *B.,* Oct. 5. *M.,* Masons, American Legion, Disabled Veterans, Newspaper Guild.

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS, Washington, D. C. *Leo A. Fitzgerald.* Uses listings and highlights weekdays. No Sunday edition; Sunday listings carried in Saturday edition. *B.,* Dec. 13. *E.,* Georgetown University.

WASHINGTON STAR, Washington, D. C. *James Edmund Chinn* (also covers House of Representatives). Uses 500 words daily, 1,000 Sunday. *B.,* June 11. *E.,* Dunwoody Institute, Harvard.

WASHINGTON TIMES, Washington, D. C. *Dorothy Mae Moore* (also local representative for Donna Grace Beauty Column and Ida Jean Kain Dietitian Column (syndicated), assistant fashion editor, "Times Table Editor," a social and business calendar). Uses 2 columns of schedules daily, no Sunday edition. *B.,* March 10. *E.,* Strayer's Business College. *M.,* Newspaper Guild.

WASHINGTON TRIBUNE, Washington, D. C. *Arthur M. Carter* (also dramatic editor). Uses a column twice monthly. *B.,* Sept. 2. *E.,* Howard U.

FLORIDA

DAYTONA BEACH SUN RECORD, Daytona Beach, Fla. *Elizabeth E. Wade.* Uses 18 inches daily. *B.,* August 18. *E.,* Florida State Women's College. *M.,* I. N. Journalistic Society.

FLORIDA TIMES UNION, Jacksonville, Fla. *Richard G. Moffett* (also automobile editor, special writer). No regular column at present (Sunday column was discontinued after 6 years). *B.,* Jan. 18. *M.,* Knights of Columbus.

MIAMI DAILY NEWS, Miami, Fla. *W. Boarman Byrd.* Uses one-half to three-quarters column daily and Sunday, with full schedules; also feature stories, illustrations, on special programs and radio events. *B.,* Aug. 11. *E.,* U. of Florida. *M.,* Sigma Delta Chi.

TAMPA DAILY TIMES, Tampa, Fla. *Virginia L. James* (also connected with Station WDAE, licensed to the paper). Uses 25-inch column daily. *B.,* Sept. 17.

TAMPA TRIBUNE, Tampa, Fla. *Harry E. Schaden* (also handles Sunday feature sections, theatre news). Uses quarter-column weekdays, full column Sundays. B., Sept. 13.

EVENING INDEPENDENT, St. Petersburg, Fla. *William G. Dunlap* (also reporter and staff photographer). Uses 2 columns of local and network listings daily, with occasional short articles. *B.,* Sept. 24. *E.,* St. Petersburg Junior College. *M.,* Junior Chamber of Commerce, Chamber of Commerce.

GEORGIA

ATLANTA CONSTITUTION, Atlanta, Ga. *Samuel E. Clarke.* Uses 2 columns daily, without by-line; 4 columns Sunday, with by-line. *B.*, May 4. *E.*, Georgia Tech.

ATLANTA GEORGIAN, Atlanta, Ga. *Tom Ham* (also radio editor, Sunday American). Uses 18 column inches daily, 24 Sunday. *B.*, Oct. 5. *E.*, U. of Georgia.

ILLINOIS

CHICAGO DAILY NEWS, Chicago, Ill. *Charles Jewett Gilchrest.* Uses two-thirds of a column daily. *B.*, Nov. 16. *E.*, U. of Illinois. *M.*, Phi Kappa Psi.

CHICAGO DAILY TIMES, Chicago, Ill. *William Irvin* (by-line "Don Foster"). Uses 1 column in tabloid page daily. *B.*, March 24. *E.*, Northwestern University.

CHICAGO EVENING AMERICAN, Chicago, Ill. *Esther S. Wohl* (also news reporter, special writer). Uses regular three-quarter column daily; also five columns of schedules, illustrations, etc. *B.*, Feb. 4. *E.*, Illinois Wesleyan U., Yale, U. of Chicago. *M.*, Kappa Kappa Gamma.

CHICAGO TRIBUNE, Chicago, Ill. *Lorenz Wolters* (by-line "Larry Wolters"). Uses half a column weekdays, full column Sunday. *B.*, Oct. 17. *E.*, U. of Iowa. *M.*, Sigma Alpha Epsilon, Sigma Delta Chi.

HERALD AND EXAMINER, Chicago, Ill. *Ulmer T. Turner* (also news commentator, WENR; owner-operator amateur W-9UG). Uses 2 columns daily. *B.*, May 21. *E.*, U. of South Carolina. *M.*, Confederate Veterans (hon.), Chicago's Abraham Lincoln Club, technical and radio societies.

MUSIC NEWS, Chicago, Ill. *Cooper Holsworth.* Uses 1 column twice a month. *B.*, Jan. 28. *E.*, U. of Chicago.

SOUTHWEST NEWS, Chicago, Ill. *Harold B. Jovien* (also re-write, syndicate film and entertainment material; "Arthur Fairfax" Question and Answer column, Radio Guide; "Hot Air" column in Downbeat, Musicians' trade magazine; formerly used nom de plume, H. J. Houser). Uses 30 to 50 column inches weekly. *B.*, Jan. 28.

FREEPORT JOURNAL-STANDARD, Freeport, Ill. *Grace L. Barnett* (also theatre editor). Uses half a column daily except Saturday, when space runs to column and a half. *E.*, Rockford College, Ill., U. of Chicago.

PEORIA JOURNAL-TRANSCRIPT, Peoria, Ill. *Robert M. Shepherdson.* Uses full column daily, 2 columns Sunday. *B.*, Dec. 8. *E.*, Bradley College. *M.*, University Club.

PEORIA STAR, Peoria, Ill. *Frederic R. Oakley* (also columnist, drama, music editor). Uses half column daily, exclusive of local, national schedules. *B.*, Dec. 30. *E.*, Knox College, Wesleyan Law. *M.*, University Club of Peoria, North Shore Country Club.

ROCK ISLAND ARGUS, Rock Island, Ill. *J. W. Ramsey.* Uses half to full column daily, with listings. *B.*, July 21. *E.*, Washington U., Cumberland U.

WAUKEGAN NEWS-SUN, Waukegan, Ill. *Ernest L. Boyd* (also Police Reporter). Uses two columns daily, news and schedules. *B.*, April 20. *E.*, Wabash (Ind.), U. of Toronto. *M.*, Beta Theta Pi, Phi Beta Kappa, Pi Delta Epsilon, Tau Kappa Alpha, Blue Key honoraries.

INDIANA

ELKHART DAILY TRUTH, Elkhart, Ind. *Dan Albrecht.* Uses a half column daily. *B.*, Nov. 5. *E.*, U. of Wisconsin. *M.*, University Club.

COURIER, Evansville, Ind. *Guy A. Bowsher, Jr.* (also news telegraph editor, nightly newscaster over WGBF and WEOA; correspondent, Cincinnati Enquirer, Ohio). Paper carries no regular radio column. *B.*, June 11. *M.*, Central Turners.

EVANSVILLE PRESS, Evansville, Ind. *Clifton Brooks* (also Sunday editor). Uses weekly space 1½ to 2 columns. *B.*, Dec. 18.

FORT WAYNE NEWS-SENTINEL, Fort Wayne, Ind. *John G. Koehl.* Uses 2 columns daily—one for program news and personalities, the other for full schedules. *B.*, May 6. *E.*, Notre Dame.

JOURNAL-GAZETTE, Fort Wayne, Ind. *Chester Ray Brouwer* (also dramatic editor). Uses two columns daily, with full schedules, and a full page Sunday. *B.*, June 30.

GOSHEN NEWS-DEMOCRAT, Goshen, Ind. *Herbert Swartz* (also asst. sports and feature article writer). Uses 1½ colmns daily except Saturday, when the space runs 2 full columns. *B.*, Sept. 15. *M.*, Delta Sigma Upsilon.

HAMMOND TIMES, Hammond, Ind. *Paul Knox Damai* (also radio editor of Down Beat, musicians' trade monthly). Uses 1,000-word column, Wednesday and Saturday. *B.*, June 7.

INDIANAPOLIS, Ind. *John C. Spears,* free-lance radio features and columns: Hoosiers of the Air, 20-column inches, appears weekly in Indianapolis Sunday Star, Vincennes (Ind.) Sunday Sun; Radio Rambler, 18-22 column inches,

appears weekly in East Side Journal and West Side Press, Indianapolis. *B.*, March 21. *E.*, De Pauw. *M.*, Delta Upsilon.

INDIANAPOLIS NEWS, Indianapolis, Ind. *Herbert Kenny, Jr.* (also assistant film editor). Uses 8-inch column daily. *B.*, Sept. 12. *E.*, Butler University. *M.*, Blue Key, Sigma Delta Chi, Kappa Tau Alpha.

INDIANAPOLIS STAR, Indianapolis, Ind. *Earl R. Holland, Jr.* (also church editor). Uses 2 columns daily, with schedules, short waves, best network pickups; Sunday, 6 columns, local, wire, feature stories, and 2 columns of advertising. *B.*, Aug. 3. *E.*, Indiana Central College, Indiana Univ. Extension. *M.*, Indianapolis Press Club.

INDIANAPOLIS TIMES, Indianapolis, Ind. *Ralph Norman.* Uses full column daily, plus illustrations and supplementary material. *B.*, May 25. *E.*, Indiana U. *M.*, Sigma Delta Chi, Lambda Chi Alpha.

NEWS-TIMES, South Bend, Ind. *Dan Mahoney* (also drama, feature and Sunday editor, handling women's, book, and building pages). Uses varying amount of space at irregular intervals. *B.*, June 14. *E.*, Notre Dame. *M.*, St. Joseph Valley Alumni, Forum Club.

SOUTH BEND TRIBUNE, South Bend, Ind. *Mary S. Stockdale* (also publicity director, WSBT-WFAM, owned by the Tribune). No regular column, but uses three-quarter column daily for general stories on leading features, plus publicity for new features and special events on WSBT-WFAM. *B.*, Nov. 9. *E.*, Kansas State, St. Mary's, Notre Dame. *M.*, A.A.U.W., St. Mary's.

IOWA

DAVENPORT DEMOCRAT, Davenport, Iowa. *Ina B. Wickham* (also music editor). Uses 16 to 20 inches daily; Sunday, 30 to 35 inches. *E.*, Augustana Conservatory of Music. *M.*, Tri-City Women's Press Club, Lend A Hand Club.

TRI CITY STAR, Davenport, Iowa. *C. L. Hannon* (also film editor). Uses three-quarter column daily. *B.*, Nov. 24.

DES MOINES REGISTER AND TRIBUNE, Des Moines, Ia. *Mary Little.* Uses 1½ columns in Register daily, full page Sunday; two columns of news in Tribune daily. *B.*, Oct. 1.

CATHOLIC DAILY TRIBUNE, Dubuque, Iowa. *Carl C. Ochs* (also sports and feature editor). Uses one column daily. *B.*, June 6. *E.*, Marquette University.

EVENING SENTINEL, Shenandoah, Iowa. *R. K. Tindall* (also managing editor). Uses half-column weekly. *B.*, Oct. 22. *E.*, University of Missouri. *M.*, Sigma Delta Chi, Alpha Delta Sigma, Kiwanis Country Club.

KANSAS

COFFEYVILLE JOURNAL, Coffeyville, Kans. *Melvin E. Drake* (also program director of KGGF, owned by the paper). Uses a column daily on motion picture page, with occasional pictures. *B.*, March 8. *E.*, Northwestern University.

KANSAS CITY KANSAN, Kansas City, Kans. *E. E. Horton* (also Publicity Director of KCKN, owned and operated by The Kansan). Uses from one-half to full column daily and Sunday. *B.*, Jan. 11. *E.*, U. of Kansas.

TOPEKA STATE JOURNAL, Topeka, Kans. *Steve O'Rourke, Jr.* Uses 2 columns daily. *B.*, April 6. *E.*, Creighton University; Kansas State College. *M.*, Knights of Columbus, Phi Epsilon.

TOPEKA DAILY CAPITAL, Topeka, Kans. *Earl D. Keilmann* (also City Editor; broadcasts daily over WIBW). Uses half a column weekdays, full column Sunday. *B.*, March 13. *E.*, Kansas U. *M.*, Shrine, Guild, Legion, Sigma Delta Chi.

WICHITA DAILY BEACON, Wichita, Kans. *Sidney Andrew Coleman* (also business and financial reporting). Uses 1 column daily, 6 Sunday. *B.*, Nov. 3. *M.*, Wichita Chamber of Commerce, Rotary International, Crestview Country Club.

KENTUCKY

LEXINGTON HERALD, Lexington, Ky. *Olin E. Hinkle* (also managing editor). Uses 2 columns daily, including tie-ups with WLAP, jointly owned with the Herald. *B.*, April 14. *E.*, U. of Missouri. *M.*, Sigma Delta Chi, Kappa Tau Alpha.

LOUISIANA

SHREVEPORT TIMES, Shreveport, La. *Joseph P. Roppolo* (also feature, court, special writer). Uses 2 columns daily, including illustrations; candid shots from KTBS and KWKH, both owned by the Times. *B.*, March 17. *E.*, U. of Missouri.

THE JOURNAL, Shreveport, La. *Tom Ashley* (also aviation editor, general news reporter and photographer). Uses 3 columns daily including complete schedules. *B.*, Jan. 5. *E.*, Louisiana State U.

MAINE

PORTLAND EVENING NEWS, Portland, Me. *Albert H. Ward, Jr.* (also film editor). Uses one-half to full column daily. *B.*, March 29. *E.*, Boston U.

PORTLAND SUNDAY TELEGRAM, Portland, Maine. *Hal Cram* (also assistant editor, in charge of radio, auto and spec-

ial editions). Uses one to two pages of copy weekly. *B.*, June 27. *E.*, Eric Pape School of Art, Boston.

MARYLAND

COLLEGIAN, Baltimore, Md. *Irvin S. Press* (also feature and sports writer). Weekly of the Baltimore City College; uses 15-inch column each edition. *B.*, Feb. 17. *E.*, Baltimore City College (undergrad.) *M.*, Criterion Club.

EVENING SUN, Baltimore, Md. *George H. Steuart* (also on copy desk). Uses varying space daily. *B.*, Feb. 28. *E.*, Mt. St. Joseph's College. *M.*, Knights of Columbus, American Legion, Society of Ark and Dove, Friends of Democracy, Charcoal Club.

SUNDAY SUN, Baltimore, Md. *Harry Haller* (also film and theatre editor). Uses 2 columns weekly: one selecting best dial bets of the week, the other giving background program information. *B.*, Jan. 14. *E.*, Princeton. (*Frances Hiss*, assistant radio editor.)

MASSACHUSETTS

BOSTON DAILY RECORD, Boston Mass. *Stephen E. Fitzgibbon, Jr.* Uses 3 columns daily, including listings. Paper is tabloid-size. *B.*, April 11. *E.*, Murray School. *M.*, Boston Friars Club.

BOSTON EVENING AMERICAN & SUNDAY ADVERTISER, Boston, Mass. *Newcomb F. Thompson* (by-line "N.F.T.;" also newscaster, script writer; broadcasts "Uncle Newt" reading the funnies daily). Uses 1 full column daily, 2 on Sunday. *B.*, Dec. 28. *E.*, Columbia.

BOSTON EVENING TRANSCRIPT, Boston Mass. *Frederick W. Hobbs, Jr.* (also reference librarian). Uses one column daily; paper not published Sunday. *B.*, Oct. 2. *M.*, American Library Association.

BOSTON GLOBE, Boston, Mass. *Elizabeth L. Sullivan* (also owns and operates amateur station W1HRB). Uses 5 to 6 columns daily; full page Sunday. *B.*, Jan. 25. *M.*, American Radio Relay League.

BOSTON POST, Boston Mass. *Howard Fitzpatrick.* Uses half a column daily; 4 columns Sunday. *B.*, Nov. 1.

CHRISTIAN SCIENCE MONITOR, Boston, Mass. *Albert D. Hughes* (also aviation editor). Uses three-quarter column daily in local Boston editions; one column weekly in all editions. *B.*, April 23. *E.*, Boston University.

MICROPHONE, Boston, Mass. *G. Carleton Pearl.* 16-page weekly (13 editions, Canada to Florida) devoted entirely to radio; programs, feature stories, long and short wave news. *B.*, Sept. 15. *E.*, Williams.

LOWELL EVENING LEADER, Lowell, Mass. *Ethel K. Billings* (also writes a film column). Uses three-quarters to full column daily. *B.*, Jan. 17.

LOWELL SUN, Lowell, Mass. *Anne K. Donaghue* (also women's page editor). Uses 2 columns, three times a week. *B.*, Sept. 11.

DAILY EVENING ITEM, Lynn, Mass. *Hazel A. Anderson* (also editorial secretary). Uses one-third column daily with news, schedules, local talent comment. *B.*, April 1. *E.*, Burdett College. *M.*, Lynn Press Club (financial secretary).

MORNING MERCURY, New Bedford, Mass. *Paul F. Williams* (also police reporter). Uses 1¼ columns weekly. *B.*, April 20. *E.*, Boston University.

NEW BEDFORD STANDARD-TIMES, New Bedford, Mass. *Dean C. Baker.* Uses half a column every Sunday. *B.*, Nov. 28. *E.*, University of Michigan. *M.*, Kappa Tau Alpha.

BERKSHIRE EVENING EAGLE, Pittsfield, Mass. *Kingsley R. Fall.* Uses one column daily, including selected listings of major network and local stations. *B.*, May 4. *E.*, Dartmouth.

SPRINGFIELD SHOPPING NEWS, Springfield, Mass. *Warren M. Greenwood* (also senior announcer and publicity director, WMAS). Uses 1 to 2 columns twice a week. *B.*, April 18. *E.*, Penn State. *M.*, Phi Theta Epsilon, American Federation of Musicians.

SPRINGFIELD UNION, Springfield, Mass. *Henry P. Lewis.* Uses half column daily.

CATHOLIC MESSENGER, Worcester, Mass. *Joseph C. Crahan, Jr.* (also amusement page editor and columnist). Uses 4-inch column weekly. *B.*, Sept. 22. *E.*, Holy Cross. *M.*, New England Press Assn.. Baseball Writers of America.

TELEGRAM AND GAZETTE, Worcester, Mass. *Dorothy Mattison* (also weekly column to Sunday Washington Star). Uses daily 20-inch column in evening Gazette; same in Sunday Telegram. Minimum of 2 pages of news, illustrations, featured in Telegram Sundays. *B.*, Feb. 5. *E.*, Antioch.

WORCESTER EVENING POST, Worcester, Mass. *Edward H. Eaton* (also news reporter). Uses 50 inches each weekday except Saturday, when space runs to 65 inches. *B.*, Oct. 22. *E.*, Worcester Academy. *M.*, Knights of Columbus, American Newspaper Guild.

MICHIGAN

BATTLE CREEK MOON-JOURNAL, Battle Creek, Mich. *J. Ray Simmons.* Uses 30 inches daily, 40 inches Sunday, of schedules only. *B.*, April 9.

ENQUIRER AND NEWS, Battle Creek, Mich. *Lewis C. Fay* (also editorial writer, columnist, daily news broadcaster). Uses complete schedules daily; a three-quarter column Sunday gives highlights of coming week. *B.*, Jan. 14. *E.*, U. of Michigan. *M.*, Delta Chi.

BAY CITY TIMES, Bay City, Mich. *Wayne Converse* (also reporter). Uses half to three-quarter column daily. *B.*, Feb. 25. *E.*, Michigan State, U. of Illinois.

DETROIT FREE PRESS, Detroit, Mich. *Edgar A. Guest, Jr.* Uses nearly a full page Sundays, with illustrations. *B.*, July 7. *E.*, U. of Michigan. *M.*, Detroit Golf Club, Detroit Athletic Club.

DETROIT NEWS, Detroit, Mich. *Herschell Hart.* Uses one column of air gossip, one column of air highlights, 3 columns of listings; full page Sunday. *B.*, April 6. *E.*, Indiana University. *M.*, Sigma Alpha Epsilon.

DETROIT SATURDAY NIGHT, Detroit, Mich. *Paul H. Bruske* (also v.p. and account executive, Rolfe C. Spinning, Inc., advertising agents). Uses 1 to 2 columns, editorial, weekly. *B.*, Nov. 7. *E.*, Alma College. *M.*, Detroit Tennis Club, Pinewoods Camp Association, Higgins Lake Association.

DETROIT TIMES, Detroit, Mich. *Pat Dennis* (also real estate editor). Uses one column daily, two on Sunday. *B.*, Dec. 10. *E.*, U. of Wisconsin. *M.*, Sigma Delta Chi, Pi Kappa Alpha, Star and Arrow.

GRAND RAPIDS HERALD, Grand Rapids, Mich. *William B. McClaran* (also aviation editor). Uses 2 columns Sundays—one devoted to general broadcast chatter, the other to short-waves. *B.*, March 14. *E.*, Ohio State. *M.*, Army and Navy Club, Naval Reserve Officers Association, U. S. Naval Institute, Michigan State Rifle Association (vice-president).

KALAMAZOO NEWS-ADVERTISER, Kalamazoo, Mich. *Raymond G. Sweeney.* (also continuity and publicity director for WKZO, which publishes News-Advertiser, a free weekly, as station tie-in; by-line, "Peter Prescott"). Uses 18-inch column weekly. *B.*, April 12. *E.*, U. of Missouri. *M.*, Sigma Nu.

SAGINAW NEWS, Saginaw, Mich. *Leslie A. Wahl* (also assistant state editor). Uses 2 columns daily. *B.*, Nov. 20. *M.*, Lions Club, YMCA.

MINNESOTA

DULUTH HERALD AND NEWS-TRIBUNE, Duluth, Minn. *James T. Watts* (also drama editor of the Herald, correspondent for Variety). Uses one column daily, except Sunday, in The Herald; 1 column daily in News-Tribune and 2 columns Sunday. *B.*, Aug. 25. *E.*, U. of Minnesota.

MINNEAPOLIS JOURNAL, Minneapolis, Minn. *Ralph M. Zeuthen.* Uses program listings and occasional stories in daily paper; a full page of news and features Sunday. *B.*, Sept. 27. *E.*, U. of Minnesota.

MINNEAPOLIS STAR, Minneapolis, Minn. *Eleanor M. Shaw* (also continuity, script writer for Star's news and promotion programs). Uses daily schedules, and an ad by WCCO in the form of a gossip column; one column, news, in weekend edition. *B.*, April 12. *E.*, U. of Minnesota. *M.*, Kappa Alpha Theta, Theta Sigma Phi, Coronto.

MINNEAPOLIS TRIBUNE, Minneapolis, Minn. *Enar A. Ahlstrom* (also night relief editor, AP). Paper does not carry regular radio column at present. *B.*, July 11. *E.*, U. of Minnesota.

MISSOURI

KANSAS CITY JOURNAL-POST, Kansas City, Mo. *John C. Swayze* (also makes 3 daily news broadcasts). Uses 20 to 22 inches weekly. *B.*, April 4. *E.*, U. of Kansas.

KANSAS CITY STAR, Kansas City, Mo. *H. Dean Fitzer* (also manager of WDAF, owned by the Star). Uses program listings daily, full page of copy Sunday. *B.*, July 22. *E.*, U. of Kansas.

GAZETTE, St. Joseph, Mo. *Major Dow Mooney* (also city editor, daily news announcer over KFEQ). No regular column carried by paper at present. *B.*, Feb. 10. *E.*, Oklahoma Baptist U. *M.*, Mason, Shriner.

ST. JOSEPH NEWS-PRESS, St. Joseph, Mo. *Sargent Prentiss Mooney* (also news broadcaster for News-Press. Uses full column daily, including Sunday, with listings of eight stations in territory; comments appear occasionally. *B.*, July 18. *E.*, Oklahoma Baptist University, Oklahoma University. *M.*, Sigma Chi, Chi Chi Chi, Theta Nu Epsilon.

ST. LOUIS GLOBE-DEMOCRAT, St. Louis, Mo. *Harry E. LaMertna* (also staff photographer). Uses a column of listings daily, a full page Sunday. *B.*, March 5. *M.*, Forty and Eight, American Legion, Veterans of Foreign Wars, Military Order of the World War, St. Louis Opera Guild.

ST. LOUIS STAR TIMES, St. Louis, Mo. *Ray V. Hamilton* (also operating director, KFRU, Columbia, Mo., and W9XOK,

St. Louis). Uses 20 column inches daily, with news of artists and stations. *B.*, Aug. 11. *E.*, U. of Iowa.

SPRINGFIELD NEWSPAPERS, INC., Springfield, Mo. (evening Leader and Press, morning Daily News, Sunday News and Leader). *Dickson Terry* (also feature writer, columnist). Uses a page in Sunday edition. *B.*, Dec. 3.

NEBRASKA

BEATRICE DAILY SUN, Beatrice, Nebr. *Jeanne Marvin.* Uses several paragraphs daily. *B.*, July 24.

OMAHA BEE-NEWS, Omaha, Nebr. *J. Rachman.* Uses 2 columns daily.

OMAHA WORLD-HERALD, Omaha, Nebr. *Helen Nolan* (also librarian). Uses 5 or 6 inches of copy daily, 11 or 12 Sunday. *B.*, July 17. *E.*, Duchesne College.

NEW HAMPSHIRE

MONITOR-PATRIOT, Concord, N. H. *Richard H. Keeler.* Uses varying amount of space daily; no Sunday edition. *B.*, July 2.

NEW JERSEY

ATLANTIC CITY PRESS AND EVENING UNION, Atlantic City, N. J. *Howard P. Dimon.* Uses a column each edition in morning and Sunday Atlantic City Press and Evening Journal. *B.*, Dec. 9. *M.*, Atlantic City Press Club, Mason.

COURIER-POST, Camden, N. J. *Isabelle Bendinger.* Uses varying space about every two weeks. *B.*, March 25.

BERGEN EVENING RECORD, Hackensack, N. J. *Justin Gilbert* (also editor of The Police Call, national monthly police organ). Uses 10-inch double column daily, with occasional stories of artists (must have Broadway angle) and illustrations. *B.*, April 1.

JERSEY JOURNAL, Jersey City, N. J. *C. J. Ingram* (also financial editor and daily commentator on WAAT). Uses one and a half columns daily. *B.*, Nov. 8. *E.*, Trinity Prep School.

NEWARK EVENING NEWS, Newark, N. J. *Hubert R. Ede.* Paper carries no regular radio column at present. *B.*, Nov. 14. *E.*, Brown University.

NEWARK LEDGER, Newark, N. J. *Jack Shafer* (also associated with The New-House Syndicate, Staten Island Advance, Long Island Press). Uses 700 words daily; 1,000 Sunday. *B.*, Dec. 24. *E.*, Columbia.

NEWARK STAR-EAGLE, Newark, N. J. *Patricia T. Latimer.* Uses daily column. *B.*, March 17.

NEWARK SUNDAY CALL, Newark, N. J. *Albert E. Sonn.* Uses 2 or 3 pages weekly, including page of week's advance schedules. *B.*, Oct. 13. *E.*, Stevens Institute of Technology. *M.*, Amateur Cinema League of Newark (president).

DAILY HOME NEWS and **SUNDAY TIMES,** New Brunswick, N. J. *Will Baltin.* Uses page of copy daily, with full schedules (mats—up to 2 columns—accepted); Sundays, AP stories, television column, news, illustrations. *B.*, Oct. 17. *M.*, Mu Sigma, Jewish Community Center, Park Men's Club. (Note: paper is building experimental television receiver.)

HERALD-NEWS, Passaic, N. J. *Carl Ek* (also reporter, rewrite man, desk man, columnist). Uses daily schedules and list of best features.

NEW YORK

KNICKERBOCKER PRESS, Albany, N. Y. *Mary O'Neill.* Uses two columns of copy daily. *B.*, Dec. 4.

CITIZEN-ADVERTISER, Auburn, N. Y. *William O. Dapping. B.*, June 12. *E.*, Harvard. *M.*, N. Y. State Society of Editors, N. Y. State Publishers Association; chairman, New York State Membership, AP; Auburn Chamber of Commerce; others.

BINGHAMTON SUN, Binghamton, N. Y. *Letitia J. Lyon* (also women's and magazine page editor; broadcasts occasional sponsored programs of interest to women over WNBF). Uses 32 inches daily, with "best bets" of the day and listings of major stations only. *B.*, Oct. 27 *M.*, Junior League.

BROOKLYN CITIZEN, Brooklyn, N. Y. *Murray Rosenberg.* Uses full column daily; no Sunday edition. *B.*, April 28. *M.*, Century Lodge.

BROOKLYN DAILY EAGLE, Brooklyn, N. Y. *William J. Reilly.* Uses three-quarter column daily. *B.*, May 5. *E.*, Columbia University.

TIMES UNION, Brooklyn, N. Y. *Seymour Roman* (also feature and Sunday editor). Uses 15 inches daily. *B.*, April 9. *E.*, Columbia.

BUFFALO EVENING NEWS, Buffalo, N. Y. *Rod Reed.* Uses three-quarter column daily. *B.*, April 15.

POLISH EVERYBODY'S DAILY, Buffalo, N. Y. *Casimir Zwierzynski.* Uses 2 columns daily, and a tabloid page in Saturday magazine section. *E.*, Canisius College. *M.*, Buflopole Athletic Association, Musical Association, and Camera Club.

CORNELL DAILY SUN, Ithaca, N. Y. *Frederick Hillegas* (also editor-in-chief and managing editor). College paper, using varying amount of space two or three times a week. *B.*, Jan. 25. *E.*, Cornell (undergrad.).

MIDDLETOWN TIMES HERALD, Middletown, N. Y. *Raymond J. Dulye* (also columnist and reporter to the office of the mayor). Uses from two-thirds to three-quarters of a column daily, with news, gossip, "best bets," etc.; also a full page weekly, devoted to radio and the stage. *B.*, Dec. 26. *E.*, Syracuse University. *M.*, Sigma Delta Chi, Beta Gamma Sigma, Phi Kappa Phi.

ASSOCIATED PRESS, New York, N. Y. *C. E. Butterfield.* Uses daily columns, morning and evening, varying from 400 to 1,000 words. *B.*, Nov. 14.

NEW YORK EVENING JOURNAL AND AMERICAN, New York, N. Y. *Joseph E. Doyle* (by-line "Dinty Doyle"; also radio columnist, Hearst newspapers). Uses 1,500 words daily. *B.*, Jan. 20. *E.*, U. of Maine. *M.*, Elks, Knights of Columbus.

NEW YORK DAILY MIRROR, New York, N. Y. *Nick Kenny.* Uses 3 full columns daily and Sunday. *B.*, Feb. 3. *M.*, K. of C., Elks, Lakeville Country Club, Newspaper Guild. Author several books: poetry, radio, the sea; popular song hits.

NEW YORK DAILY NEWS, New York, N. Y. *Ben S. Gross* (also columnist). Uses a full column 5 days a week. *B.*, Nov. 24. *E.*, U. of Alabama, Tulane, Co-author of comedy, "What This Town Needs."

NEW YORK EVENING JOURNAL AND AMERICAN, New York, N. Y. *Tom Brooks.* Uses half a column, at various intervals. *B.*, Dec. 11. *E.*, Fordham, N.Y.U. *M.*, American Radio Relay League, Institute of Radio Engineers.

NEW YORK MORNING TELEGRAPH, New York, N. Y. *Melvin Spiegel.* Uses two 8-inch columns weekdays. *B.*, Feb. 18. *E.*, Brooklyn College, N.Y.U.

NEW YORK POST, New York, N. Y. *Aaron Marc Stein* (also columnist). Uses one-half to three-quarter column daily, except Sunday. *B.*, Nov. 15. *E.*, Princeton. Author of several novels, short stories, etc.

NEW YORK SUN, New York, N. Y. *E. L. Bragdon.* Uses one column weekly. *B.*, Jan. 3. *E.*, Worcester Polytechnic institute.

NEW YORK SUN, New York, N. Y. *Moe D. Entler* (by-line, "David Morris"). Uses half a column to 1½ columns every Saturday. *E.*, Globe School of Journalism, Brooklyn College of Pharmacy.

NEW YORK TIMES, New York, N. Y. *Orrin E. Dunlap, Jr.* Uses some news and full schedules daily; Sundays, varying number of pages. *B.*, Aug. 23. *E.*, Colgate, Harvard. *M.*, Harvard Club of N. Y., Sigma Nu, Institute of Radio Engineers. Author Dunlap's Radio Manual, Advertising by Radio, The Outlook for Television, others.

NEW YORK WORLD-TELEGRAM, New York, N. Y. *Alton Cook.* Uses full column of copy daily. *B.*, Jan. 31.

RADIO MIRROR, New York, N. Y. *Belle Landesman,* assistant editor. Issued monthly by Macfadden Publications, Inc. *B.*, Nov. 2. *E.*, Columbia.

RADIO STARS MAGAZINE, New York, N. Y. *Lester C. Grady* (also editor of Film Fun Magazine). A monthly, Radio Stars is published by Dell Publishing Company. *B.*, Feb. 19. *E.*, Notre Dame.

UNITED PRESS, New York, N. Y. *Webb C. Artz,* radio news manager. *B.*, Jan 31. *M.*, Lakeville Country Club.

ROCHESTER DAILY RECORD, Rochester, N. Y. *E. Willis Stratton* (also associate editor). Uses one column daily. *B.*, Sept. 25. *E.*, U. of Rochester. *M.*, Delta Upsilon, American Newspaper Guild.

ROCHESTER DEMOCRAT AND CHRONICLE, Rochester, N. Y. *W. DeWitt Manning* (also literary, fraternal, religious editor). Uses 3 columns daily; Sundays, Screen and Radio Weekly. *B.*, Oct. 30. *E.*, Syracuse University. *M.*, Automobile Club of Rochester.

ROCHESTER EVENING JOURNAL & ROCHESTER SUNDAY AMERICAN, Rochester, N. Y. *Edward R. Gorney.* Uses 1 column daily, 1½ to 2 columns Sunday. *B.*, Aug. 31.

SYRACUSE HERALD, Syracuse, N. Y. *Robert M. Hofmann.* Uses half-column daily; Sunday, 1 to 2 columns. *B.*, Jan. 4.

SYRACUSE JOURNAL AND SUNDAY AMERICAN, Syracuse, N. Y. *E. R. Vadeboncoeur* (also Sunday editor). Uses one-half to three-quarter column daily; a full column Sunday. *B.*, Feb. 21.

WATERTOWN DAILY TIMES, Watertown, N. Y. *Dominic Pepp.* Uses three-quarters to full column daily, exclusive of listings. *B.*, May 28. *M.*, Young Republican Club.

NORTH CAROLINA

DURHAM MORNING HERALD, Durham, N. C. *Fred Haney* (also sports editor and broadcaster, and theatre editor). Uses 12 inches, double column, weekdays. *B.*, August 29. *E.*, Georgia Tech.

NORTH DAKOTA

BISMARCK CAPITAL, Bismarck, N. D. *Gaylord E. Conrad* (also associate editor of Bismarck Capital, a semi-weekly; UP and INS correspondent). Uses one-half to two-thirds column weekly. *B.*, Feb. 15. *E.*, Bowdoin, William & Mary.

DEVILS LAKE DAILY JOURNAL, Devils Lake, N. D. *Arthur C. Timboe.* Uses 1 column daily, plus listings, illustrations. *B.*, Jan. 21. *M.*, Masonic Lodge, Elks Club, BPOE 1216, Esteemed Leading Knight, Captain 164 Infantry, N.D.N.G.

FARGO FORUM, Fargo, N. D. *Alma E. Riggle* (also Sunday, book and drama editor). Uses one column daily, several on Sunday. *B.*, Oct. 31.

OHIO

AKRON BEACON JOURNAL, Akron, O. *Dorothy Ann Doran.* Uses 2 columns daily, with full schedules. *B.*, Nov. 3. *E.*, Ohio State. *M.*, Ohio Newspaper Women's Association.

CANTON REPOSITORY, Canton, O. *Clifford Grass.* Uses a full column of news, 2 columns of illustrations, 2 columns of schedules daily; Sunday, news runs to 2 columns. *B.*, May 21.

CINCINNATI POST, Cincinnati, O. *Paul P. Kennedy* (also news broadcaster of special events on WCPO). Uses one column daily. *B.*, March 1. *E.*, Columbia, U. of Oklahoma. *M.*, Delta Tau Delta, Sigma Delta Chi.

CINCINNATI TIMES-STAR, Cincinnati, O. *France M. Raine* (also automobile and special editions editor). No regular column; uses a section covering programs of five local stations every Wednesday. *B.*, Oct. 31. *M.*, Cuvier Press Club, Dog House Club.

RADIO DIAL, Cincinnati, O. *George A. Vogele.* Uses about a page of programs, news, features, every week. *B.*, Oct. 3.

CENTRAL PRESS ASSOCIATION, Cleveland. O. *Maurice R. Merryfield.* Cleveland Bureau of Hearst syndicate supplying features, columns, articles, illustrations to over 400 newspapers. Three and four column layouts with condensed bio reviews of radio headlines; daily series running 2 months. *B.*, May 21. *E.*, Oberlin. *M.*, College Club, Varsity Club, Theatre Guild, Newspaper Guild, Cleveland Racquet Club, Country Club.

CLEVELAND NEWS, Cleveland, O. *Elmore C. Bacon* (also music critic). Uses 3 columns daily. *B.*, Oct. 6.

CLEVELAND PLAIN DEALER, Cleveland, O. *Robert S. Stephan.* Uses one column daily, full page Sunday. *B.*, Dec. 31. *E.*, Oberlin, Columbia. *M.*, City Club of Cleveland.

CLEVELAND PRESS, Cleveland, O. *Norman Siegel* (also radio editor, Newspaper Enterprise Association, supplying syndicated radio feature page to 40 papers in U. S., Canada, Cuba, Mexico). Uses 50-inch column daily. *B.*, Oct. 12. *E.*, Ohio State. *M.*, Sigma Delta Chi, Pi Delta Epsilon, Bucket and Dipper, Sphinx, member Radio Stars Board of Review.

COLUMBUS CITIZEN, Columbus, O. *Virginia Lemont.* Uses 2 columns daily, (one for news, etc., the other for schedules) daily except Saturday, when the space runs to half a page. *B.*, April 8. *E.*, Ohio State University.

OHIO STATE JOURNAL, Columbus, O. *Harrold C. Eckert* (also theatre editor). No regular column; uses listings daily and occasional news squibs. Radio news —about stage and screen personalities— carried on theatre page. *B.*, July 4. *E.*, Ohio State. *M.*, Variety Club, Alpha Kappa Psi.

DAYTON DAILY NEWS, Dayton, O. *Charles E. Gay, II.* (also publicity director of WHIO, affiliated with the Daily News). Uses 3 columns daily with illustrations; Sunday, 5 to 6 columns, 4 of which are devoted to art layout. Also uses a copyright "boner column" every Monday. *B.*, March 27. *E.*, Ohio State U. *M.*, Beta Theta Pi, University Club, Variety Club, American Newspaper Guild.

DAYTON JOURNAL-HERALD, Dayton, O. *L. Dale Francis.* Uses a full column daily in both the Journal (morning) and Herald (afternoon). *B.*, March 8.

NEWS SERVICE BUREAU, Dayton, O. *Philip Glanzer* (also daily commentator, Hollywood Highlights, on WSMK). Newspaper and magazine syndicate supplying approximately 250 words daily, 500 Sunday, to fifty midwestern papers. *B.*, Aug. 3. *E.*, O'Sullivan College of Business Administration, Montreal. *M.*, Fraternal Order of Eagles.

REPUBLICAN-COURIER, Findlay, O. *Helen I. Love* (also writer on women's page). Uses 2 to 3 columns daily; no Sunday edition. *B.*, March 20. *E.*, Findlay College. *M.*, Findlay Altrua Club, Findlay Federation of Women's Clubs.

FOSTORIA DAILY REVIEW, Fostoria, O. *La Verne J. Huth* (also church and music-drama editor, assistant sports editor, staff photographer). Uses 1 column

daily, except Saturday, when space runs about 2 columns. No Sunday edition. *B.*, May 4.

LIMA NEWS, Lima, O. *Gray Knisely* (also feature, church, and theatre editor). Uses a full column daily. *B.*, Feb. 9. *E.*, Ohio Northern, Louisville School of Medicine, U. of Michigan, Ohio State. *M.*, Sigma Chi, Theta Nu Epsilon, Kappa Beta Phi, Beta Upsilon, Foil and Saber Club.

TOLEDO BLADE, Toledo, O. *Richard C. Pheatt.* Uses 12-inch column, double, with 8 column streamer daily. *B.*, Nov. 7. *E.*, U. of Toledo. *M.*, American Newspaper Guild, Phi Kappa Chi, University Civic Theatre.

SPRINGFIELD DAILY NEWS, Springfield, O. *James A. Sharp.* Uses 2 columns daily, 3 columns Sunday. *B.*, Jan. 13.

TOLEDO NEWS BEE, Toledo, O. *Marie Cochran.* Uses 3 columns every weekday except Saturday, when the space runs to 5 columns, with news, features, illustrations, schedules. *B.*, June 29.

YOUNGSTOWN VINDICATOR, Youngstown, O. *Mrs. M. C. McDonald.* Uses 2 column lead with schedules for 8 stations daily.

OKLAHOMA

DAILY ARDMOREITE, Ardmore, Okla. *Ramon Martin* (also publicity writer and daily newscaster for KVSO). Uses a full column weekly. *B.*, March 11. *E.*, Southeastern State, Durant.

MUSKOGEE PHOENIX AND MUSKOGEE TIMES-DEMOCRAT, Muskogee, Okla. *Paul A. Bruner* (also managing editor, both papers). Uses from half a column to full page in Sunday issue of the Phoenix; considerable space devoted to KBIX, owned by above papers; art used freely, but only with local station tieup or network. *B.*, August 2. *E.*, Baker University. *M.*, Muskogee Country Club, Delta Tau Delta.

OKLAHOMA NEWS, Oklahoma City, Okla. *Bill Stockwell.* Uses 2 columns in Sunday editions. *B.*, June 11. *E.*, Oklahoma University.

OREGON

NEWS-TELEGRAM, Portland, Ore. *Eddie Volk.* Uses one and a half columns daily, with listings and highlight programs. *B.*, Oct. 22. *M.*, Multnomah Athletic Club.

OREGON JOURNAL, Portland, Ore. *Ernest W. Peterson* (also automobile and religious editor). Uses three-quarter column of news, 2 columns of schedules daily; Sunday, nearly a page. *B.*, Nov. 12.

THE OREGONIAN, Portland, Ore. *William Moyes.* Uses 4 columns daily; 8 columns Sunday.

PENNSYLVANIA

CHRONICLE AND NEWS, Allentown, Pa. *T. L. Wirts* (also radio news every evening except Sunday—"The Voice of the Chronicle"—over WSAN-WCBA). Uses 1 to 2 columns daily, with schedules, wire highlight lead. *B.*, July 30.

ALTOONA MIRROR, Altoona, Pa. *John E. Holtzinger* (also feature editor). Uses 2 columns of listings daily. *B.*, Feb. 21. *E.*, Penn State.

ALTOONA TRIBUNE, Altoona, Pa. *Walter R. Bishoff* (also city editor). Uses a column weekly, written by various members of the staff. *B.* Jan. 29. *E.*, Tri-State, U. of Indiana. *M.*, Phi Delta Kappa, American Advisory Bureau of Commerce.

CARNEGIE SIGNAL-ITEM, Carnegie, Pa. *R. W. Bradshaw.* Uses 3 columns weekly, including illustrations. Occasional front page feature of a local artist. *B.*, Oct. 19.

ERIE DISPATCH HERALD, Erie, Pa. *Charles B. Hollinger* (also feature editor). Uses full page Sundays. *B.* July 5.

EVENING SUN, Hanover, Pa. *Edward H. Wallace.* Uses quarter of a page daily, with a comment column of 10 or 12 inches, news, schedules, illustrations. *B.*, July 31.

DAILY MESSENGER, Homestead, Pa. *Ida A. Ahlberg.* Uses 15-inch column daily, exclusive of illustrations and schedules. No Sunday edition (program listings carried in Saturday edition). *B.*, July 6.

DAILY NEWS, Philadelphia, Pa. *Dorothy C. Guinan* (broadcasts daily program over WDAS under name of Janet Morris; also secretary to managing editor of the News). Uses a varying amount of space daily.

EVENING LEDGER, Philadelphia, Pa. *George Opp.* Uses one column of copy daily. *E.*, Lehigh.

FARM JOURNAL, Philadelphia, Pa. *John Canning, Jr.* Handles all radio material published in the Journal, a monthly magazine.

PHILADELPHIA INQUIRER, Philadelphia, Pa. *Frank Rosen* (also writes feature articles on aviation). Uses half a column Sundays about local radio people and those in national limelight who were former Philadelphians. Also runs occasional daily features. *B.*, July 4. *M.*, American Newspaper Guild, Inquirer Men's Club.

PHILADELPHIA RECORD, Philadelphia, Pa. *Joseph Grafton.* Uses one and a third columns daily (2-column lead); Sundays, full page, news, short wave column, illustrations. *B.*, Dec. 5. *E.*, U. of Pennsylvania.

RADIO PRESS, Philadelphia, Pa. *Milton J. Feldman.* Weekly paper, published by the Jewish World, devoted to radio, entertainment and a news resume. *B.*, Sept. 6. *E.*, Villanova.

PITTSBURGH PRESS, Pittsburgh, Pa. *S. H. Steinhauser.* Uses full column daily, two columns Sunday; full page tabloid magazine feature Wednesdays. *B.*, Nov. 15.

PITTSBURGH SUN-TELEGRAPH, Pittsburgh, Pa. *Zora D. Unkovich* (by-line "Jane Hamilton"). Uses 4 columns daily, with short wave box; Sunday, eight 22-inch columns with complete schedules, regular column, illustrations. *B.*, Dec. 20. *E.*, U. of Pittsburgh. *M.*, Xylon Journalism Fraternity, Yugoslav University Club of Pittsburgh.

POST-GAZETTE, Pittsburgh, Pa. *Darrell V. Martin.* Uses 3 columns daily, except Sunday: 1 column of news, 2 of program listings and comment. *B.*, Nov. 9. *E.*, Carnegie Tech, Ursinus. *M.*, Kiwanis, Rotary, Honorary, Pittsburgh A.F.F. No. 60, Kentucky Colonel.

GAZETTE AND BULLETIN, Williamsport, Pa. *Quinton E. Beauge* (also city editor). Uses half a column three times a week. *B.*, Oct. 12. *E.*, Penn State. *M.*, Sigma Phi Sigma, Pi Delta Epsilon, Phi Mu Sigma, Alpha Beta Sigma.

GAZETTE AND DAILY, York, Pa. *J. Edward Strayer* (also police reporter). Uses 2 columns weekdays.

RHODE ISLAND

PROVIDENCE JOURNAL AND EVENING BULLETIN, Providence, R. I. *Stephen A. Greene* (also librarian). Uses half a column daily. *B.*, Aug. 17.

SOUTH CAROLINA

GREENVILLE PIEDMONT, Greenville, S. C. *Eleanor K. Barton* (also woman's editor). Uses half a column daily. *B.*, May 31. *E.*, Greenville Woman's College, Cornell. *M.*, Sigma Iota Chi, College Club, Crescent Music Club.

TENNESSEE

STATE GAZETTE, Dyersburg, Tenn. *William G. Sanders, Jr.* (also in charge of Dyersburg bureau of The Commercial Appeal, Memphis). Uses half a column daily. *B.*, Nov. 8. *E.*, U. of Missouri.

JACKSON SUN, Jackson, Tenn. *Ottis Roush* (also announcer on WTJS, owned by Sun Publishing Co.). Uses three-quarters column daily. *B.*, Oct. 18.

KNOXVILLE NEWS-SENTINEL, Knoxville, Tenn. *B. F. Henry, Jr.* (by-line, "Bill Roberts"). Uses 2 columns daily, full page on Sunday. *B.*, June 25. *E.*, U. of Tennessee. *M.*, Newspaper Guild.

MEMPHIS COMMERCIAL APPEAL, Memphis, Tenn. *Robert M. Gray* (also directs publicity, writes daily newscasts for WMC and WNBR, owned by the Commercial Appeal). Uses 1 column daily; 1 to 2 columns Sunday. *B.*, Feb. 25. *E.*, Mississippi College, U. of Missouri.

MEMPHIS PRESS-SCIMITAR, Memphis, Tenn. *Robert Johnson* (also film editor, publicity and spot news writer). Uses half to full column daily. *B.*, Oct. 12. *E.*, Southwestern College. *M.*, Kappa Sigma.

TEXAS

AUSTIN AMERICAN-STATESMAN, Austin, Tex. *William J. Weeg.* Uses half a column of network schedules daily. *B.*, May 26. *E.*, U. of Texas. *M.*, Sigma Delta Chi, Kiwanis Club of Austin, Austin Public Library Commission.

DAILY TEXAN, Austin, Tex. *Everett L. Shirley.* Uses 12-inch column daily, except Monday, when the Daily Texan (student publication of the University of Texas) is not published. Sunday, uses 25-inch column. *B.*, July 3. *E.*, U. of Texas (undergrad.). *M.*, Phi Kappa Psi, University Press Association Club, Athaneum Literary Society, Phi Eta Sigma.

TIMES HERALD, Dallas, Tex. *Douglas H. Hawley* (also writer for afternoon A.P. and Sunday morning I.N.S.). Uses a full page daily, with schedules and news. *M.*, Knights Templar, Masons, Shriners, Episcopalian Club.

FORT WORTH PRESS, Fort Worth, Tex. *Mary Crutcher* (also school and church editor). Uses a full column daily, with schedules. *B.*, May 2. *E.*, Texas State College for Women.

FORT WORTH STAR TELEGRAM, Fort Worth, Tex. *John Lawson* (also news reporter). Uses one to one and a half columns daily, with half-column cuts; Sunday, three-quarters page or more, with several two-column cuts. *B.*, March 20.

HOUSTON CHRONICLE, Houston, Tex. *Mildred Stockard* (also theatre editor). Uses from three-quarters to a column and a half daily. *E.*, Rice Institute.

SAN ANTONIO EVENING NEWS, San Antonio, Tex. *Mary Louise Walliser* (also film and drama reviewer). Uses up to half a column daily. *B.*, Jan. 7. *E.*, Our Lady of Lake College, U. of California. *M.*, San Antonio Little Theatre, Tuesday Musical Club.

SAN ANTONIO LIGHT, San Antonio, Tex. *Renwicke E. Cary.* Uses one-half to three-quarter column daily. *B.*, Jan. 30.

WICHITA FALLS DAILY TIMES, Wichita Falls, Tex. *Louis T. Hamlett* (also courthouse reporter, local correspondent, UP). Uses complete schedules daily; Sunday, full page with news, features, illustrations. *B.*, July 16. *E.*, Texas University.

VERMONT

WATERBURY RECORD, Waterbury, Vt. (operated in conjunction with WDEV). *William G. Ricker, Jr.* (also staff writer, assistant promotional manager). Uses 1 column weekly. *B.*, May 26. *E.*, Yale.

VIRGINIA

FREELANCE-STAR, Fredericksburg, Va. *Ernest D. McIver, Jr.* (also assistant advertising manager). Uses 20 column inches daily, exclusive of schedules for 4 major New York stations and "Coming Features" box. *B.*, May 31. *M.*, Delta Sigma, Fredericksburg Electrical League.

MERCHANTS RADIO NEWS, Lynchburg, Va. *William D. Baber.* Uses 4 to 8 pages weekly in the News, which is a 16-page tabloid. *B.*, Dec. 4. *E.*, U.T.A., Indianapolis. *M.*, B.P.O.E. Elks No. 321.

RICHMOND NEWS LEADER, Richmond, Va. *Elizabeth Copeland* (also film editor). Uses daily schedule (6-column chart) of leading national and local stations, plus short resume of following day's programs. *E.*, Sweet Briar College. *M.*, Musician's Club of Richmond.

RICHMOND TIMES-DISPATCH, Richmond, Va. *Norman B. Rowe* (also special features editor). Uses 33 inches daily, with chatter, listings and a picture daily; Sunday, 4 columns of news, listings, etc., and 2 columns of illustrations. *B.*, Aug. 9. *E.*, William and Mary.

ROANOKE WORLD-NEWS, Roanoke, Va. *John W. Davies.* Uses 15 to 30-inch column daily. *B.*, April 10. *E.*, Washington & Lee. *M.*, Delta Tau Delta, Sigma Delta

WASHINGTON

EVERETT NEWS, Everett, Wash. *Fred A. Boone.* Uses 24-inch column daily, except Saturday, when space runs to 40 inches. *B.*, Feb. 2. *M.*, Cascade Chapter, Order of DeMolay of Everett.

SEATTLE POST-INTELLIGENCER, Seattle, Washington. *Edwin J. Mitchell* (by-line, "Ray De O'Fan"). Uses 10 inches of news daily; 2 columns Sunday. *B.*, June 12.

SEATTLE STAR, Seattle, Wash. *Roy Ryerson.* Uses 2 columns daily. B., Oct. 4.

SEATTLE TIMES, Seattle, Wash. *Richard L. Williams.* Uses 2 columns daily, with schedules, guest stars, features; Sunday rotogravure sections use two pages of pictures. *B.*, Nov. 28. *E.*, U. of Washington.

SPOKESMAN-REVIEW, Spokane, Wash. *John A. d'Urbal* (also general newsman, lodge editor, school news, staff correspondent, part time editor at city desk). Uses 1 column daily, 2 to 3 columns Sunday, with listings and paragraphs on programs of merit and wide popularity. *B.*, Dec. 2. *E.*, Gonzaga, U. of Washington. *M.*, Spokane Editorial Society, American Newspaper Guild.

TACOMA NEWS TRIBUNE, Tacoma, Wash. *Harold W. Lyman* (also state editor). Uses one and a half to 2 columns daily. *B.*, Feb. 10. *E.*, Whitman, Walla Walla.

WEST VIRGINIA

BLUEFIELD SUNSET NEWS, Bluefield, W. Va. *Harry W. Ball.* Uses half column daily. *B.*, Jan. 5.

CHARLESTON DAILY MAIL, Charleston, W. Va. *Robert H. Bull* (also assistant city editor, drama, art and music editor; director and commentator, Charleston Educational Center programs; journalism instructor, Morris Harvey College, Educational Center). Uses one column daily (size being increased to include 2-column art). Sundays, full page. *B.*, Aug. 4. *E.*, Butler Univ. *M.*, Phi Delta Theta, Sigma Delta Chi. Author, "A B C of News Analysis."

WISCONSIN

MADISON CAPITAL TIMES, Madison, Wis. *Kenneth F. Schmitt* (also associated with WIBA). Uses one column daily; full page Sunday. *B.*, July 23. *E.*, U. of Wisconsin.

MILWAUKEE JOURNAL, Milwaukee, Wis. *Edgar A. Thompson.* Uses 3 columns daily, with full schedules, highlights, short wave. Sundays, 6 pages in Screen-Radio magazine of local news. *B.*, April 26. *E.*, Marquette. *M.*, Sigma Delta Chi.

MILWAUKEE SENTINEL, Milwaukee, Wis. *Athlyn Deshais.* Uses 4 columns

daily; Sunday, 8-page tabloid section. *B.*, May 20. *E.*, Marquette. *M.*, Theta Sigma Phi.

RACINE JOURNAL-TIMES, Racine, Wis. *Kent Owen* (also publicity director, WRJN, Racine). Uses 20-inch column daily and Sunday. *B.*, Dec. 14. *E.*, American Academy of Dramatic Art, N. Y. C.

SHEBOYGAN PRESS, Sheboygan, Wis. *Mona J. Pape* (also publicity director, WHBL). Uses program listings and local news stories daily, except Saturday, when space runs to three-quarters of a page with general news, feature stories, illustrations. *B.*, April 25. *E.*, Milwaukee Art School. *M.*, Girl Scout Council.

CANADA

EDMONTON BULLETIN, Edmonton, Alberta, Canada. *H. R. Hammond* (also city editor). Uses half a column daily. *B.*, Dec. 2. *M.*, Kinsmen Club, Highlands Golf Club.

RADIO WEEKLY, North Vancouver, B. C., Canada. *Svend A. Blangsted.* A 16-page tabloid weekly, in third year of publication. *B.*, Sept. 13. *E.*, Private Danish College.

VANCOUVER DAILY PROVINCE, Vancouver, B. C., Canada. *Gordon T. Southam* (also radio editor of Ottawa Citizen). Uses 40 inches daily, except Saturday, when space is doubled. *B.*, Oct. 14. *E.*, Ashbury College. *M.*, Rideau Club, Royal Ottawa Golf Club, West Side Tennis Club, Jericho Country Club.

VANCOUVER NEWS-HERALD, Vancouver, B. C., Canada. *John F. Scott.* Uses one column daily, except Saturday, when space runs to 2 columns. *B.*, March 10. *M.*, British Columbia Institute of Journalists.

VANCOUVER SUN, Vancouver, B. C., Canada. *William D. Newell* (also news announcer). Uses approximately 4 columns daily; 6 columns, week-end edition. *B.*, Dec. 10. *M.*, Pacific Athletic Club.

WESTERN CANADA RADIO NEWS, Vancouver, B. C., Canada. *Herbert W. Reeder* (publisher and managing editor; uses breakfast-time program in behalf of circulation). Thirty-two page illustrated program weekly. *B.*, July 24.

VERNON NEWS, Vernon, B. C., Canada. *Greville Rowland* (also news editor). Uses 1 column weekly. *E.*, U. of British Columbia.

VICTORIA DAILY TIMES, Victoria, B. C., Canada. *R. Ormond Marrion.* Uses three-quarters column daily, 1½ columns Saturday, exclusive of schedules. *B.*, May 23. *E.*, Victoria College, Cowper's School of Journalism. *M.*, International Relations Society, Canadian Authors' Association.

NORWOOD PRESS AND ST. JAMES LEADER, Winnipeg, Manitoba. *Norman R. Chamberlin.* Uses about 30 inches weekly. *B.*, Feb. 10. *M.*, Winnipeg Press Club.

WINNIPEG EVENING TRIBUNE, Winnipeg, Manitoba, Canada. *Dennis W. Brown* (also feature correspondent for Canadian Broadcasting Corp., Ottawa). Uses column and a half weekdays, 3 columns Saturday, with half devoted to full schedules. *B.*, June 10. *M.*, Winnipeg Press Club.

WINNIPEG FREE PRESS, Winnipeg, Manitoba, Canada. *Peter B. Whittall* (also film editor, re-write man). Uses daily program notes on guest stars, changes, etc.; 2 columns, exclusive of schedules, in Saturday edition. *B.*, March 13. *M.*, Winnipeg Press Club.

DAILY MAIL, Fredericton, N. B., Canada. *J. L. Neville* (also managing editor). Uses a full page daily. *M.*, Fredericton City Club, Fredericton Science Club, Home and School Association, Fish and Game Association, Fredericton Historical Society, Fredericton Board of Trade.

TELEGRAPH-JOURNAL and **EVENING TIMES-GLOBE,** St. John, N. B., Canada. *Christine A. Fewings* (by-line, "Christine"; also feature writer, fashion editor, both papers; broadcasts women's program daily over CHSJ, owned by the papers). Uses 1¼ columns daily on CHSJ, plus a page with complete schedule, news, features, illustrations. *B.*, Dec. 12. *E.*, St. Vincent's Convent. *M.*, Business and Professional Women's Club, St. Vincent's Alumnae, Catholic Woman's League, Vincentian Welfare Club, Catholic Orphans' Welfare Assn.

HALIFAX CHRONICLE-STAR, Halifax, N. S., Canada. *Harold O. Hoganson* (also special writer). Uses daily column of 20 inches, including schedules. *B.*, Sept. 24.

BRANTFORD EXPOSITOR, Brantford Ont., Canada. *J. Douglas O'Neail* (also reporter; prepares daily newscast for CKPC). Uses one and a half to two columns daily, except Sunday. *B.*, Nov. 8. *M.*, Brantford Kiwanis Club.

HAMILTON SPECTATOR, Hamilton, Ont., Canada. *Frank SerCombe* (also sports writer). Uses half to three-quarter column daily (2 columns wide). *B.*, Jan. 21. *E.*, Delta Collegiate Institute.

LONDON FREE PRESS, London, Ont., Canada. *James C. Burns* (also editor,

night final editions, theatre and drama commentator on CFPL, owned by London Free Press). Uses 2 columns daily, with illustrations; Saturdays, full page, complete schedules, illustrations, Sunday information. *B.*, April 10.

NORTH BAY NUGGET, North Bay, Ont., Canada. *Margaret E. Lee* (also social editor of the Nugget, published three times a week). Uses a double column, half a column long, with news and listings every edition. *B.*, Oct. 14. *E.*, Queen's U. *M.*, Little Theatre.

OTTAWA CITIZEN, Ottawa, Ont., Canada. *Gordon T. Southam* (also radio editor of Vancouver Daily Province). Uses 40 inches daily, except Saturday, when space runs to double that amount. *B.*, Oct. 14. *E.*, Ashbury College. *M.*, Rideau Club, Royal Ottawa Golf Club, West Side Tennis Club, Jericho Country Club.

OTTAWA EVENING CITIZEN (with morning edition of the Southam Newspapers), Ottawa, Ont., Canada. *Claude C. Hammerston.* Uses 2 columns daily, with Saturday radio programs running to 8 columns, including comment. *B.*, May 29. *E.*, Feller Institute. *M.*, Ottawa Press Club. (*Alfred G. Christopher* handles short wave programs.)

OTTAWA JOURNAL, Ottawa, Ont., Canada. *Monty Taschereau* (also feature editor). Uses 2 columns every weekday, except Saturday, when the space runs to 6 columns. *B.*, Oct. 5. *E.*, Ashbury College. *M.*, Ottawa Badminton Club, Chaudiere Golf Club.

ST. CATHERINES STANDARD, St. Catherines, Ont., Canada. *Donald A. Sinclair* (also news reporter). Uses detailed schedules daily. *B.*, June 17. *M.*, Y.M.C.A., Y's Men's Club, Stamp Club, Skating Club, Boy Scout Scoutmaster.

STRATFORD BEACON HERALD, Stratford, Ont., Canada. *Thomas J. Dolan* (also telegraph and district editor). Uses a full column daily. *B.*, Aug. 16. *E.*, Collegiate Institute.

SUDBURY STAR, Sudbury, Ont., Canada. *Wilf J. Woodill* (also studio director of CKSO, owned by the paper). Uses 2 columns three times a week. *B.*, March 4.

TIMMINS DAILY PRESS, Timmins, Ont., Canada. *Florence Craig* (by-line, "Bill Wren"). Uses 1 column daily; also general radio page, dial log, etc. *B.*, May 31. *M.*, Business Girls' Club of Timmins, Sudbury Canoe Club.

TORONTO DAILY STAR, Toronto, Ont., Canada. *James T. Annan* (also radio editor, Toronto Star Weekly). Uses 1 column in the daily, 1 column in the weekly. *B.*, Dec. 5.

PIONEER, Summerside, Prince Edward Island, Canada. *Berton E. Robinson* (also news editor, The Island Farmer; weekly newscaster on CHGS, Summerside). Uses a half to full column weekly. *B.*, June 6. *E.*, Acadia. *M.*, A.F.A.M.

SUMMERSIDE JOURNAL and **P. E. ISLAND AGRICULTURIST,** Summerside, Prince Edward Island, Canada. *John J. Enman* (editor of both papers, published weekly by Journal Publishing Co.). Uses 1 column weekly, mainly featuring CHGS, local station. *B.*, Jan. 2. *M.*, Summerside Board of Trade.

TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or as part of their editorial content, is herewith presented.

THE ADVERTISER, 3557 Bogart Avenue, Cincinnati, O. *Phone:* Avon 6825. *Publisher:* The Advertiser Publishing Co. *Staff:* Manuel Rosenberg, publisher, editor-in-chief; Col. Don R. Jason, L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. *Type of radio material accepted:* Activities of advertisers in radio, and what broadcasters are doing to effect better sales results from radio advertising. *Type of pictures accepted:* Those pertinent to the articles and items carried. *Amount of space devoted to radio:* From 20% to 60%.

ADVERTISING AGE, 100 E. Ohio Street, Chicago. *Phone:* Delaware 1337. *Publisher:* Advertising Publications, Inc. *Staff:* G. D. Crain, Jr., publisher; Harry E. Shubart, managing editor. *Type of radio material accepted:* News stories

40 VARIETY RADIO

U. S. REALLOCATION WILL WAIT UNTIL MEXICO, SOUTH AM. WAVES SMOOTHED

Havana Conference Seen as Presaging Mexican Sharing of Certain Yankee Broker Channels—Washington Censors News

Washington, March 30.
Bright prospects of satisfactory Western Hemisphere allocations were seen...

GRABHORN QUITS BLAIR

Differs Over New Production Policy of Station Rep Firm

Murray Grabhorn, V-P. and New York manager of John Blair & Co., is breaking with the organization to...

'VARIETY' MUGG TO SPIEL AT ANA CONFAB

ASCAP Challenge in Washington Heard

Broadcasters Assn. Defends Law Which Permitting Rights Soc. Calls Unconstitutional

Radio 'Resignation'

Following dialog occurred last week in a New York social club between two local station press agents who are friendly.

First p.a.—When are you taking over my job?

Stations Must Control Programs

By WILLIAM J. SCRIPPS
WJ J, Detroit

Our new policy on station-produced programs is a recognition of the need in many of the cities described at the N A B by Arthur Pryor of B B D & O and of the Association which has been boosting for...

VARIETY itself has been hitting the past five years or more.

The broadcasting industry has been selling on an open market basis. This has resulted in both networks and stations being controlled over their own programming. We believe as end of the last ultimate obstacle of radio as a whole. For ourselves at WWJ are trying by our new policy to concentrate control of programs in hands of the station where it...

More Quotes On Convention

EDWIN W. CRAIG
WSM, Nashville

Believe that substantial...

STANLEY HUBBARD
KSTP, St. Paul

WILLIAM GILLESPIE
KTUL, Tulsa

DR. LEO
WCAU, PHIL

Are You Nervou

Chicago, March
Herald & Examiner,
morning daily has new H
ule daily spot on WJJD
Program is known as
house Reporter, an offsh
a man on the street hou
and sports interviews we
fendants in criminal c
they enter the doors of C
which they are to be t

U. S. delegat

Wednesday, March 31, 1937

RADIO ADVERTISING PLACED IN LONDON

London, March 30
Placement of radio time on continental radio stations for Lonsdale...
return to England continues unsure.
Latest compilation of accounts by In-
Broadcasting London is...
ing brokers gives a fairly
picture of status quo
mong other things that
latter decidedly
and Poste Pa
daytime l...

POWDER
AND CURES
D CAKES
RETRACTA

Reverse 10 of 25 Examiner Reports

F. C. C. in Pre-Recess Rampage Sets Do 15 Applications—Only 9 Get Through

HEINZ MAY REVIVE BEERY-HATTON PAIR

'Under Federal Control' Can't Be Taxed by City, Radio Stations Argue

SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

Authors League Expects 100 Radio Writers; No Union Connections, Standard Contract an Objective

Wednesday, June 2, 1937

Agencies—Sponsors

General Electric last week started last campaign of forenoon-afternoon spots on WHNY and WEVD, New York, and WABD, Brooklyn. Contract made by Stockberg-Gilman, Philadelphia.

In announcing the start in the affair the producing outfit says spots are aimed in four foreign languages: Italian, Jewish and Irish.

Irish spots are mostly in mid and late morning and are exclusive acting on WMCA for the Brooklyn gasoline-wearing company.

Over [illegible] signed signature G. Victor Lawrence of the McCann-Erickson agency in Chicago has given advice to media representatives that hereafter it [illegible] only on Wednesday and Friday between 2-4 p.m.

Wedgewood
agency, San
[illegible] on
to KSFO San

Hirsch & K
stock on KGO
Dixon-Stille tie
days, for 13 we
agency.

Manhattan Su
York through
agency Los Ang
Grocery Syndicate
Thomas, c

RADIO

FARM VS. CITY RADIO LIKES

Guild-Columbia Set Minimums: Producers $85, Announcers $50; WMCA, New York, Gets Attention

FARMS
BENNY (Artist)
R BOWES (Director)
LL THOMAS (Sponsor)
IND ABNER (Horlick's)
RADIO THEATRE
CANTOR (Texaco)
L McGEE & MOLLY (Johnson)
NDY (Pepsodent)

Lambs Club Bulletin In Appeal for Free Actor On Religious Progra

Unions Which May Affect Radio,

merican Federation of Musicians

I. A. T. S. E.

Actors Equity Association

OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

42 VARIETY RADIO

PETRILLO STIRS UP ALL U. S. A. LOCALS; WANTS STANDBY RULE ON DISKS

Stations Would Have to Employ Same Number of Musicians as Made Recorded Program—Many Locals Promise to Enforce Such Rules

HANSEN AS AGENCY V.P.

Leaves Rockwell-O'Keefe for Russell Comer Ad. Agency

RADIO REVIEWS

OLSEN AND JOHNSON
With Gertrude Niesen, Renny Burt, Eddie Kane, George Hamilton's orch.
30 Mins.
RICHFIELD OIL CO.
Wed., 7:30 p.m.
KFI, Los Angeles

SONJA HENIE
Dramatization
9 Mins.
CHASE & SANBORN
Sunday, 8 p.m., DST
WEAF-NBC, New York
(J. Walter Thompson)

38 VARIETY

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

tanding Stunts:

LIDAY MOTORING
BULLETINS
WOR, NEW YORK

AOR's Safety Tie-up
WOR was [illegible] made possible
[illegible] cooperation of
[illegible] Safety Council

RADIO | STAGE | SCREEN

VARIETY

Recognized as One of the Leading Trade Papers of the World

Offering week by week the most complete coverage of the radio broadcasting field ever assembled.

For more than thirty years the acknowledged authority of show business.

$6 the Year **15c the Copy**

HOLLYWOOD
1708 N. Vine St.

NEW YORK
154 W. 46th St.

CHICAGO
54 W. Randolph

with advertisers' angles; merchandising stories. *Type of pictures accepted:* Personnel pictures; occasional talent pictures, if they have an advertising angle. *Amount of space devoted to radio:* About 30%.

ADVERTISING AGENCY, 540 N. Michigan Avenue, Chicago, Ill. *Phone:* Superior 2676. *Publisher:* Agency Publishing Co., Inc. *Staff:* J. E. Neuger, publisher; William E. Dietz, editor; Stanley Chipman, J. L. Newman, associate editors. *Type of radio material accepted:* Articles and items of specific appeal and interest to advertising agency executives. *Type of pictures accepted:* Such as tell stories within themselves; freedom of combination of art and photography requested on any photograph submitted. *Amount of space devoted to radio:* 20%.

ADVERTISING & SELLING, 9 East 38th Street, New York. *Phone:* Caledonia 5-9970. *Publisher:* Robbins Publishing Co. *Staff:* Frederick C. Kendall, editor; J. S. Tyler, associate editor; O. W. Proctor, news; R. I. Elliott, news; R. L. Biehusen, art editor; Mary Saxton, librarian. *Type of radio material accepted:* Major new accounts; personnel changes; network, program and agency news; periodic articles (up to 2,000 words) on broadcast advertising problems. *Type of pictures accepted:* People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. *Amount of space devoted to radio:* 20%.

THE BILLBOARD, 1564 Broadway, New York, N. Y. (this address for all radio material; publishing plant, 25 Opera Place, Cincinnati). *Phone:* Medallion 3-1616. *Publisher:* Billboard Publishing Co. *Staff:* Elias E. Sugarman, editor (A. C. Hartmann, Cincinnati editor); Paul Denis, assistant indoor editor; Jerry Franken, radio editor. *Type of radio material accepted:* General items of interest to station and network officials, advertising executives, radio performers. *Type of pictures accepted:* None. *Amount of space devoted to radio:* 10%.

BOXOFFICE, 551 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-7138. *Publisher:* Ben Shlyen. *Staff:* G. Formby, editor; A. L. Finestone, associate editor; Jesse Shlyen, managing editor; J. Harry Toler, Modern Theatre editor. *Type of radio material accepted:* News concerning national network operations, motion picture producers' radio activities, motion picture personalities and their radio work. *Type of pictures accepted:* News photographs on above subjects. *Amount of space devoted to radio:* Approximately 5%.

BROADCAST MANAGEMENT, 515 Madison Avenue, New York. *Phone:* Plaza 3-7156. *Publisher:* Charles R. Tighe. *Staff:* Charles R. Tighe, editor; Harold Winter, assistant editor. *Type of material accepted:* Material dealing with all phases of station management, time selling, etc.; station tested programs are described in each issue. *Type of pictures accepted:* Those illustrating marketing phases of broadcasting, analyses of station circulation, etc.

BROADCASTING, 870 National Press Bldg., Washington, D. C. *Phone:* Metropolitan 1022. *Publisher:* Broadcasting Publications, Inc. *Staff:* Martin Codel, publisher; Sol Taishoff, editor. *Type of material accepted:* General news items of stations, networks, radio and advertising executives; technical articles; merchandising stories of how advertisers are using radio, etc. *Type of pictures accepted:* Those illustrating any of the various phases of the industry covered by the magazine.

CHAIN STORE MANAGEMENT, 18 East 41st Street, New York. *Phone:* Lexington 2-6482. *Publisher:* Mercantile Periodicals, Inc. *Staff:* George E. Martin, president; Glenn C. Compton, editor. *Type of radio material accepted:* Tie-up material between programs and merchandising in food stores. *Type of pictures accepted:* Human interest talent pictures; illustrations of new products. *Amount of space devoted to radio:* About 2%.

DRUG TRADE NEWS, 300 W. 42nd Street, New York. *Phone:* Bryant 9-6540. *Publisher:* The Topics Publishing Co., Inc. *Staff:* Jerry McQuade, editor; Dan Rennick, managing editor; Don Robinson, associate editor; Philip Van Itallie, technical editor; Aaron Addleston, associate technical editor; Ernest Carlson, art director. *Type of radio material accepted:* News stories of campaigns or programs for drug products, and merchandising tie-ups on same. *Type of pictures accepted:* Illustrations of tie-ups at point of sale; human interest news pictures of talent. *Amount of space devoted to radio:* About 3%.

DRUG WORLD, 572 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-2800. *Publisher:* Hearst Magazines, Inc. *Staff:* Howard Stephenson, editor; T. Howard Kelly, executive editor; Charles Cunneen, managing editor; Harold Hutchins,

technical editor; E. P. Flynn, merchandising editor. *Type of radio material accepted:* News items of drug advertisers, stations, studios, etc. *Type of pictures accepted:* Those of broadcasts or talent representing drug manufacturers. *Amount of space devoted to radio:* Up to one column each issue.

EDITOR & PUBLISHER, 1475 Broadway, New York. *Phone:* Bryant 9-3052. *Publisher:* Editor & Publisher Co. *Staff:* James W. Brown, president and editor; Arthur T. Robb, executive editor; Warren L. Bassett, managing editor. *Type of radio material accepted:* News, briefly, as it touches mutual interests of press and radio. *Type of pictures accepted:* Radio executive personalities. *Amount of space devoted to radio:* 10%.

FOOD FIELD REPORTER, 330 W. 42nd Street, New York. *Phone:* Bryant 9-6540. *Publisher:* The Topics Publishing Co., Inc. *Staff:* Frank J. Cogan, editor; Dan Rennick, managing editor; M. A. Gran, associate editor; J. Leroy Miller, associate editor; Philip H. Van Itallie, production editor; A. W. Addelston, associate production editor; Ernest Carlson, art director. *Type of radio material accepted:* News stories of campaigns or programs for grocery store products; merchandising tie-ups with such campaigns. *Type of pictures accepted:* Illustrations of tie-ups at point of sale; human interest news pictures of talent. *Amount of space devoted to radio:* About 3%.

MOTION PICTURE DAILY, RKO Building, New York, N. Y. *Phone:* Circle 7-3100. *Publisher:* Quigley Publishing Co., Inc. *Staff:* Martin Quigley, publisher, editor-in-chief; Maurice Kann, editor; Jack Banner, radio editor. *Type of radio material accepted:* General news items. *Type of pictures accepted:* None. *Amount of space devoted to radio:* Regular column; stories.

PRINTERS' INK MONTHLY, 185 Madison Avenue, New York. *Phone:* Ashland 4-6500. *Publisher:* Printers' Ink Publishing Co. *Staff:* C. B. Larrabee, managing editor; G. A. Nichols, editor. *Type of radio material accepted:* Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser's viewpoint. *Type of pictures accepted:* Only illustrative material for articles featured. *Amount of space devoted to radio:* About 10%.

RADIO ART, 515 Madison Avenue, New York. *Phone:* Plaza 3-7156. *Publisher:* Broadcast Publishing Corp. *Staff:* Charles R. Tighe, editor and publisher; Harold Winter, assistant editor. *Type of material accepted:* Feature articles outlining complete campaigns in which radio was successfully used, showing effect on distribution and sales. *Type of pictures accepted:* Those illustrating marketing phases of broadcasting, analyses of station circulation, etc.

RADIO DAILY, 1501 Broadway, New York, N. Y. *Phone:* Wisconsin 7-6336. *Publisher:* John W. Alicoate. *Staff:* Don Carle Gillette, editor; Meyer H. Shapiro, associate editor. *Type of material accepted:* Items of interest to those engaged in the general or technical aspects of broadcasting. *Type of pictures accepted:* None.

RADIO RETAILING, 330 West 42nd Street, New York, N. Y. *Phone:* Medallion 3-0700. *Publisher:* McGraw-Hill Publishing Co. *Staff:* Howard Ehrlich, publisher; O. Fred Rost, editor; W. W. MacDonald, managing editor. *Type of radio material accepted:* Brief merchandising stories. *Type of pictures accepted:* Action pictures illustrating stories used.

RADIO TODAY, 480 Lexington Avenue, New York. *Phone:* Plaza 3-1340. *Publisher:* Caldwell-Clements, Inc. *Staff:* Dr. Orestes H. Caldwell, editor; Vinton K. Ulrich, technical editor; Darrell Bartee, news editor. *Type of material and pictures accepted:* Outside contributions not solicited.

SALES MANAGEMENT, 420 Lexington Avenue, New York. *Phone:* Mohawk 4-1760. *Publisher:* Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). *Staff:* Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B. Prescott, L. R. Boulware, Frank Waggoner, associate editors. *Type of radio material accepted:* Marketing campaigns utilizing radio, but not necessarily limited to same. *Type of pictures accepted:* Human interest or news pictures of talent. *Amount of space devoted to radio:* Of 1,105 pages published in 1936,

39 were devoted entirely to radio; of 113 pages on general advertising, a portion was devoted to radio campaigns.

STANDARD RATE & DATA SERVICE, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 5616. *Publisher:* B. & B. Service Corp. *Executives:* Walter E. Botthof, president; Albert Moss, vice-president, secretary; R. A. Trenkmann, treasurer, general manager. *Type of service offered:* Two rate and data services are published jointly, revised editions being published monthly, correction bulletins three times weekly. (1) Newspaper, Magazine and Farm Paper, and Business Paper Sections, in which are listed all papers and magazines published in the U. S. and Canada, giving such data as circulation, advertising rates, closing dates, mechanical requirement, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (2) Radio Advertising, in which are listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general and talent rates, remote control arrangements, contract and other requirements, mechanical program equipment, etc.

TIDE, 232 Madison Avenue, New York. *Phone:* Ashland 4-3390. *Publisher:* Tide Publishing Co., Inc. *Staff:* David Frederick, editor; Ellen L. Hess, Esther R. Bien, Jean Rhys, Lou E. Frankel, Edward Hutchings, Jr., Reginald Clough, Harrison Doty, associate editors. *Type of radio material accepted:* New programs; results of test campaigns; selected promotion schemes; general news of the business; no manuscripts accepted. *Type of pictures accepted:* Advertising personalities—agency executives, advertising managers, station owners, newspaper publishers—preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. *Amount of space devoted to radio:* About 13%.

VARIETY, 154 West 46th Street, New York, N. Y. *Phone:* Bryant 9-8153. *Publisher:* Variety, Inc. *Branch offices:* 54 West Randolph Street, Chicago; 1708 North Vine Street, Los Angeles; 12 St. Martin's Place, Trafalgar Square, London. Published weekly in New York; deadline, Tuesday noon. *Amount of space devoted to radio:* 100% of full department.

WESTERN ADVERTISING, 564 Market Street, San Francisco. *Phone:* Garfield 8966. *Publisher:* Ramsey Oppenheim Publications. *Staff:* Ramsey Oppenheim, editor and publisher; Ramsey S. Oppenheim, assistant publisher; Robert E. Wade, Jr., managing editor; A. Keir Brooks, associate editor; Eric F. Salmon, service manager; Louis Paul, Fred Ballou, Hazel Cooper, Lawrence Hatt. *Type of radio material accepted:* Feature articles from the advertising side—commercials, program building, etc.; detailed descriptions of successful programs; new items of personnel changes, station developments, etc. *Type of pictures accepted:* Illustrative material to accompany articles. *Amount of space devoted to radio:* 8 to 12%.

ZIT'S WEEKLY, 254 W. 54th Street, New York, N. Y. *Phone:* Circle 7-7611. *Publisher:* C. F. Zittel. *Staff:* Sylvan Drown, managing editor. *Type of radio material accepted:* General and station news. *Type of pictures accepted:* Will consider any pictures submitted. *Amount of space devoted to radio:* 25%.

FAN MAGAZINES

Data on the larger publications directed at radio's consumers—the fans. This list makes no attempt to cover all the sectional publications.

RADEX

Address: The Radex Press, 14717 Detroit Ave., Lakewood, Cleveland, Ohio. *Issued:* Monthly (10 issues; none in July or August); 25c per copy.

Publisher: Elizabeth S. Butler. *Editor:* Page Taylor. *Broadcast editor:* Carleton Lord. *Technical editor:* B. Francis Dashiell. *Correspondents:* Manuel Barbera, Sarmiento 846, Buenos Aires, Argentina; A. I. Breen, Box 437, Dunedin, New Zealand.

Type of material accepted: Largely compilations of data anent radio stations

throughout the world; no copy purchased; some gossip about artists printed—generally from press releases.

Type of pictures accepted: Glossy print portraits of new radio performers.

(Note: Editorial matter is largely DX and semi-technical type for the DX fans.)

THE MICROPHONE

Address: No. 34 Court Square, Boston, Mass. *Phone:* Lafayette 2860. *Issued:* Weekly; 5c per copy.

Editor: G. Carleton Pearl. *Managing editor:* Morris C. Hastings. *Short wave editor:* George Lilley. *Washington correspondent:* Arthur Hachten. *West Coast correspondent:* Don Logan. *Fashion columnist:* Diana Herbert. *Gossip columnist:* John K. Gowen. *Humor columnist:* Les Troy. *Music editor:* Morris C. Hastings. *Children's editor:* G. Carleton Pearl. *European correspondent:* Lawrence A. Enersen. *Publisher:* John K. Gowen, Jr.

Type of material accepted: Largely advance program news, timely feature stories and columns of comment; not primarily "fan" material; all copy must be highly concise; very little free lance writing accepted.

Type of pictures accepted: 8 by 10 inch glossy photos preferred; want posed, rather than candid, shots; no mats used.

RADIO MIRROR

Address: 122 E. 42nd St., New York City. *Phone:* Lexington 2-9050. *Issued:* Monthly; 10c per copy.

Editor: Fred R. Sammis. *Assistant editor:* Belle Landesman. *Art editor:* Wallace H. Campbell. *Managing editor:* Paul Keats. *Hollywood correspondent:* Jimmie Fidler.

Manuscript closing date: 10th of every month. *Type of material accepted:* Stories of radio personalities and shows with a news or personality angle of "human interest"; manuscripts not to exceed 2,500 words.

Type of pictures accepted: Gag pictures; news pictures; portraits for gallery purposes; fashions modeled by radio performers; glossy prints preferred.

RADIO STARS

Address: 149 Madison Ave., New York City. *Phone:* Murray Hill 4-7100. *Issued:* Monthly; 10c per copy.

Editor: Lester C. Grady. *Associate editor:* Ethel M. Pomeroy. *West Coast representative:* Leo Townsend.

Type of material accepted: Interviews done on assignment; occasional unsolicited manuscripts purchased.

Type of pictures accepted: No type or style listed, must be glossy prints, however.

RADIO GUIDE

Address: 731 Plymouth Court, Chicago, Ill. (main office); 551 Fifth Ave., New York City; 6715 Hollywood Blvd., Hollywood, Cal.

Phones: Wabash 8848 (Chicago); Murray Hill 2-4690 (New York); Gladstone 1420 (Hollywood). *Issued:* Weekly; 10c. per copy.

Chairman of the board: M. L. Annenberg.

Executive vice-president, general manager; Herbert Krancer. *Vice-president, editorial director:* Curtis Mitchell, *Western representative:* Carl Shroeder. *Eastern representative:* Wilson Brown.

Type of material accepted: Main feature of this publication is the program section, which lists the programs of approximately 365 stations in the U. S. and Canada; there are 16 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalities and general stories of programs are used, average wordage running from 2,000 to 2,400.

Type of pictures accepted: Candid shots, informals and portraits; no mats accepted; pictures should be near the 8 by 10 inch average.

RADIO DIAL

Address: 22 East 12th St., Cincinnati, Ohio. *Phone:* Cherry 0710.

Publisher: Wilbert Rosenthal. *Editor:* George A. Vogele. *Assistant editor:* Charles Serey.

Type of material accepted: Complete program listings for local stations and networks; advance news of forthcoming programs; guest appearances; pictures and short news items of radio talent. *Type of pictures accepted:* Mat service extensively used, excepting for front cover and inside full-page pictures; use 65-line screen.

ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS

General offices of this group, functioning more or less as a trade association of radio news editors (not to be confused with publicity directors), are at 360 North Michigan Ave., Chicago, Ill. Membership and officers are:

John Van Cronkhite, *President.*
Al Hollander (WJJD-WIND), *Secretary-Treasurer.*
H. Lee MacEwen (WLW), *Vice-President.*
Kendall B. McClure (WOAI), *Vice-President.*

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Al Hollander (WJJD).
Harry Martin (Chicago).
Lee Nash (KGVO).
R. Brooks Watson (WMBD).
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Frederic G. Winter (WFBM).
Don Treloar (KGEZ).
A. A. Fahy (KABR).
Milt Berkowitz (WNBC).
Ollie Cook (KFYO).
Morris S. Novik (WEVD).
John R. Boyer (KRGV).
Storm Whaley (KUOA).
E. Pierre de Miller (WLBC).
Bob Hurleigh (WCAO).
H. D. Robards (WMBH).
John Hughes (Don Lee).
F. Beckley Smith (WJAS).
Jack Harris (WSM).
Lee MacEwen (WLW).
Leslie S. Crow (WTMV).
J. Oren Weaver (WBBM).
H. B. McNaughton (WTBO).
Earle H. Smith (KMBC).
Paul E. Nelson (KFPW).
Ed Sims (WMFJ).
Robert R. Feagin (WTOC).
Jack Kessler (KWKH-KTBS).
Charles S. Roeder (WCBM).
Ted Christie (INS).
John G. Gray (WBBM).
Bob Wilson (WOWO).
W. W. Behrman (WBOW).
Ken Ellington (WBBM).
Julian T. Bentley (WLS).
Maurice C. Coleman (WATL).
Joe Parker (KGFJ).
Lou J. Bristol (WRDW).
John Baker (WLS).
William B. Sears (WOMT).
John Conrad (KWK).
L. S. Siniff (Great Falls Tribune).
Russell M. Stewart (KGKY).
Willard J. Heggen (UP).
William Voss (WOC).
Fritz Brownell (Gannett Newspapers).
Larry Nixon (WNEW).
John Douglas Gordon (UP).
George J. Marder (UP).
Harold Hadley (Press-Radio).
Robert Carley (Press-Radio).
Leon Goldstein (WMCA).
Bruff Ware Olin (WFBL).
Cy King (WBEN).
G. W. Johnstone (WOR).
Albert E. Redman (WBNS).
Jim Cooper (WBNS).
Fred O. Benningnus (WCOL).
Linc Miller (KOAC).
Carl Gurlee (KDVC).
Roy H. Brant (KFYR).
Millard J. Dunkirk (WDAY).
Kenneth Hildebrand (KQV).
James H. Logan (WJAS).
Kenneth C. Sink (WFBG).
Kay J. Barr (KDKA).
Howard E. Clark (WJAS).
Ed Falk (KABR).
William E. Welch (KOBH).
Robert M. Gray (WMC).
J. H. Noland (WSM).
Victor R. Craze (WOAI).
Pat Flaherty (WOAI).
Miss Leona Bender (WOAI).
Kendall B. McClure (WOAI).
Peter A. Krug (WNBX).
Charles Benford (WOL).
Herb Seibert (KWYO).
Wayne Tiss (WCCO).
Richard W. Beekman (WOI).
Duncan Moore (WJR).
James Austin (UP).
Stanley Brames (TPS).
Mitchell Morris (WSBT-WFAM).
Walter Rodda (WKZO).
John B. Cooley (KLPM).
R. R. Sinaltz, Jr. (INS).
John F. McGuire (Van Cronkhite Associates).
Eugene S. Pulliam (WIRE).

STATION REPRESENTATIVES

TIME BUYER VS. STATION REPRESENTATIVE

By FRANCIS C. BARTON, Jr.

Editor's Note: Just as aptly this article might be entitled "What a Time Buyer Wants to Know from the Station Representative." There has been much to-do over this question of late, hence the author was asked to define, as best the situation will allow, precisely what information the agency man (buyer) demands from the station representative (seller).

There is no intention in any way to castigate the station representative, or to place the agency time buyer in an invincible position. Rather a meeting ground is sought on a matter that defies cut-and-dried statistics.

FRANCIS C. BARTON, JR., *the author, is assistant secretary and treasurer of N. W. Ayer & Son, Inc., New York, as well as time buyer for the agency.*

The business of a time buyer being to buy time, he wants any and all information that will assist him in plying his trade most intelligently and effectively. Since the function of the station representative is to bring the station to the buyer—he, the representative, for all practical purposes becomes the station. Therefore the buyer wants from the representative exactly what he wants from the station which are basically four things:

1. *Information about the station.*
2. *Decisions pertaining to problems, etc.*
3. *Information about the market.*
4. *Service.*

I have listed these in what I feel is their order of importance. By market information I mean data on the market generally, not statistics pertaining to the market covered by the station such as the radio homes in its coverage area: such facts as this to me are "station information." This general market data I place only third in importance inasmuch as most agencies have market research departments and hence the time buyer already has ample market information available.

Note that "service" is placed last. There are a lot of errands to be run in the radio business—but, while they must be run, they are not of primary importance and usually the agency can run its own errands if necessary. So, while service, especially good service, is important it is not nearly so important as having "information about the station" and the authority and willingness to make "decisions."

Necessity for Bringing the Station to the Buyer

This point should be emphasized for many representatives have emphasized the "service" they were prepared to give whereas the necessity was for facts about the stations. Further, most of a representative's service turns out to be getting information for the buyer, whereas he should have all that information in the first place and pass it on, thus eliminating a great deal of our current "messenger-boy" back and forth.

To repeat—the function of the representative, from a buyer's angle, is to bring the station to the buyer. Located as time buyers are at a desk somewhere, with only occasional opportunities for visiting each station, and in spite of their surveys, studies, etc., they are largely dependent upon the stations keeping them abreast of their status. Hence, what time buyers want first and foremost is information—factual information—not just talk.

Further, time buyers want this information from someone who really understands radio and advertising—and agency practice. Some representatives know their station's story excellently and pass on a lot of valuable information, but the information has been learned "lesson" fashion and does not have a real comprehension of the medium behind it. Other men know radio but do not understand advertising generally and their sales efforts fail because of a lack of coordination of their material with general advertising requirements. Frequently I have propositions advanced that have real merit but they are not worked out "advertisingly." Sometimes I have the hour or so required to properly work them out with the representative and so have something to try to use—but more frequently I don't, and many a representative probably wonders why nothing ever happened to his good idea. It certainly seems to me to be the seller's job to have his wares in saleable condition.

Understanding the Agency

The need for an understanding of agency practice is also invaluable. Most of the agencies have been in business a long time and have developed methods of operating. While certain adjustments have been made to handle radio, the basic methods of operating continue and are not going to be changed, even though frequently *pure* radio men feel they should. Consequently, many a representative, not being familiar with agency practice, batters his head against a stone wall instead of so arranging his efforts as to be in line with agency methods of working, to mutual advantage.

A good representative should spend some time in each of his stations and have traveled the market—and his last visit should have been fairly recent. Time buyers *should* visit all the stations also, but unfortunately that is not possible, which is why they have to look to someone else for information.

Factual Information

So much for the broad outline of what the time buyer wants from a station representative; now to discuss in more detail the all-important "factual information." In doing this it is my purpose to outline this subject rather than to even attempt to present a complete list of all the items desired. I shall endeavor to take up each general topic in a logical order rather than in order of importance. In reality there is no definite order of importance, for the fact needed at the moment is paramount although that particular bit of information may otherwise be very minor.

General Information on the Market: Under this heading comes a host of statistics as to why advertise there. This includes:

Geographical size of market.
Numerical size of market.
Wealth.
Spendable income.
Relative standing.
Retail outlets.
Wholesale outlets.
Industries.
Transportation facilities.

And so forth. The connection with other markets and general business conditions are important, but changeable factors which should be constantly followed. Finally, information indicative of opportunities for specific advertisers brings the type of information to a focal point.

Facts along these lines are plentiful—chambers of commerce, newspapers and others have been collating such data and disseminating it for years. All that a station representative needs to do is collect the full story, prepare it in a clear, concise form and present it.

Information on Radio Conditions: Given a good market—what about radio there? Obviously such questions as the following must (but sometimes aren't) answered by the representative:

What stations are received? ALL *should be named.*

What are the reception conditions?

Do they change during the year?

How do changing conditions effect reception from various stations?

Of the various receivable stations, what are the actual and relative signal strengths?

How do these vary at different points in the city? Over the entire market?

What are the listening habits of the people as to time of day, days of week, seasons of the year?

How do these habits vary with the different population elements in the market, i. e., varying wage groups, varying national groups, urban vs. rural, etc.?

How is radio regarded generally, and what is its broad place in the lives of the people?

In what regard is radio held by the city officials, the wholesalers, the dealers?

What is the press attitude, and what are the relationships between radio and the various publications?

What is the radio relationship with any other important groups or organizations in the territory?

What are the relative standings of the various receivable stations—local and distant—with the listening public?

The "whys" behind these standings.

What are the program structures, policies, connections, etc., of all the rival stations?

Certainly all of the above questions and more are pertinent to the intelligent evaluation and possible purchase of radio time over any given station.

General Information on Stations: From the market and the radio picture comes interest in a station.

What is the station's equipment—transmitter, studios, general facilities?
How old is this equipment?
Where is it?

This equipment angle has long been comparatively neglected and yet all a radio station is, in the final analysis, is a mass of studio and electrical equipment. Since the finished product—the broadcast program—is so elusive, much can be determined about it from the equipment which sent it forth. However, the diffi-

culty lies in the fact that neither we buyers nor the station representatives are engineers—but certainly the important facts regarding equipment can be presented and explained in such terms that their proper import can be grasped.

The affiliations of the station are important.

What network, or networks, is it associated with?

What programs does it take from these sources?

What programs does it feed the network?

What publication connections does the station have, and what do these mean?

What other affiliations does the station have? What is the significance of each, especially those that provide programs or program material?

What is the history of the station?

How old is it, and who owns and has owned it?

What changes have taken place during its history and what are the outstanding events?

The answers to these and other similar questions provide a time buyer with a backlog of acquaintance with a station, which is essential.

Coverage and Audience Acceptance: This is probably the most important of all, for if a station has a good and demonstrable coverage and a good demonstrable audience acceptance it is probably a good advertising medium. But even though the most important single item, it is far from the whole story for in advertising everything is relative. It is not a question of whether "A" is good, but rather what is the best, and not best generally, but best for the price, and best under certain conditions.

Years ago coverage and audience were thought of as one and the same thing. More and more the trade is differentiating, but even differentiated, complete and real information on one or the other is usually lacking.

Personally I differentiate sharply between these two. To me "coverage" designates the area in which a station can be *regularly* satisfactorily received. Audience, however, is the people who *regularly* listen to the station. The "audience areas" of a station are those where it enjoys a regular audience of approximately a certain size in each area.

In the final analysis the only thing of value to an advertiser is audience. However, coverage information is extremely valuable and especially so when the audience information is lacking, incomplete, or inadequately substantiated, as it so frequently is.

In matters of coverage and audience especially are real facts essential. Every claim must be supported by detailed evidence, for mere statements must of necessity mean little to a buyer.

Coverage is best presented by a field strength map made by an accredited engineer on accepted standards. Full details as to the procedure, number of checkings, locations, times, etc., should support the map.

Audience is more difficult to determine and many procedures have been used to try and establish it. Surveys by recall, coincidental, printed roster, and other methods have been made. In a couple of instances mechanical contrivances have been used to record definitely the actual listening. Audience mail has been analyzed. Combinations of these and other methods have also been attempted. As yet the industry has not agreed on the best procedure for determining audi-

ence areas and for me to go into a discussion of the relative merits of the various methods and advance my preference would be out of place here.

However, the audience areas of the station, showing exactly where it enjoys a regular audience and the relative size of that audience is information of prime importance. Accordingly the representative is looked to for an audience area map, *together with* full information as to how it was prepared.

Note a coverage *map* and an audience area *map* are required. Maps early became a definite part of radio presentation and are frequently required for use in one form or another. It would approach the millenium of radio if all stations would determine their coverage and audience area the same way and show the results on the same kind of map. But regardless of lack of uniformity the time buyers still need maps.

With the maps should go the market statistics for the areas shown, i. e., the radio homes, automobiles, retail stores, etc. Such figures should be put up by counties for flexible use. The general market statistics mentioned previously do not, of course, apply to the radio coverage unless it is established that the radio coverage and the market coincide.

Evidence of Pulling Power: Given a station and its audience area the next information needed is facts regarding its effectiveness with that audience. Records of success achieved for other advertisers are excellent—if they contain the full story and facts. Broad generalities and the usual run of complimentary letters saying nothing definite are meaningless. Every station in the country has a file of nice letters and certainly they were no trick to get—so what! But a real story of sales results backed up by facts and figures is very valuable.

The record of renewals is full of significance as is the long term record of advertisers who have been with the station for years—if there are any.

The list of current advertisers broken down into network, spot national, spot local, with these last two further separated into announcements and programs, often tells a lot.

Details on Station Features: Every station has a lot of established programs and services such as time signals, weather reports, news programs, home economics programs, breakfast club, shopping services, etc. These all operate on a fixed basis and information as to just what the setup is is constantly being called for. A buyer looks to the representative for that detailed information.

Such data as the following are all necessary to the buyer:

Exact time of broadcast.
Number of broadcasts per week.
Who conducts the program.
His or her background.
How sponsorship is sold.
Costs.
Length of time allowed for advertising copy.
Whether the agency writes copy, or the program conductor handles it from information given.
Length of time the program has been on the air.
Evidences of its effectiveness.
Current participants, or previous sponsor.

Rates and Rate Policies: Of course a buyer must know what it costs—and rates are relatively simple since Standard Rate and Data has the job well in hand. However, there are occasionally rates on special buys, special facilities,

and unusual contracts; there are questions on what rate certain periods take, the application of discounts, and combinations of orders—all of which have to be referred to the station or representative for answers. Often it is not so much a matter of factual information as interpretation and decision. Especially is this true in matters of renewals involving discounts and application of old and new rates after a new card is announced.

General Policies: There are also the general policies of the station which need exposition, interpretation and application to specific cases. Questions of announcement length, placement, restrictions, etc.; regulations regarding copy; recapture policies; the handling of options; acceptability of business and programs all must be answered by the representative.

Availability of Time: Undoubtedly the questions most often asked the representative are regarding the availability of time, yet in spite of this fact it doesn't seem to me that the handling of this question is too well worked out. Too frequently the representative has little or no information, too frequently information he does have is incomplete as to options against, etc.

Usually a buyer likes a choice of spots and yet frequently when time is requested one period only is offered. If the buyer asks if that is all that is open the representative again contacts the station and usually comes back with several more spots. If pushed he can usually dig up others. On occasion representatives resent being asked for additional spots when the first one offered seems desirable and are especially annoyed if, after digging up additional periods, the original one is bought. This is due to a failure to understand the agency position. An agent buying in another's behalf must obtain the best available and he cannot rely on another's judgment alone on what is best. Further, if the periods are to be submitted to the client for approval, it is usually inadvisable to present but one.

In addition to the actual time, the buyer also wants to know the preceding, following, and competing programs, the former occupant of the period under consideration, his last program date and why he dropped the spot.

Whenever the period offered is other than an accepted good time, some evidence of its value should also be submitted—times like 7 A.M. and 11 P. M. need a lot of supporting facts to interest most advertisers.

Local Talent and Special Programs: Time buyers also get into local programs hence look to the station representative for information as to the talent, records, libraries, etc., available and full information about quality, previous performances and record, together with costs.

In addition time buyers are keenly interested in any special program such as outstanding artists, vox pops, sports, and any and all novelties and smart ideas good stations are always working up. They want these specialties submitted to them as they are created for they are constantly working on plans into which some of these good ideas may fit. Incidentally, the number and quality of such program creations are an indication of the station's *showmanship,* which in turn is significant as to its general value to an advertiser.

However, when these special ideas are submitted the time buyer would like them well worked out and presented in entirety.

Merchandising: This has long been a vital part of advertising and selling but has come but recently to any appreciable extent into the activities of radio

stations. Currently many stations do a lot of talking about merchandising, but when the situation is really boiled down, all that remains is the talk.

Stations can greatly accelerate the results of a campaign by assisting in the merchandising. It would be a wide digression for me to enter into dicussion of merchandising and the part stations can well play. But what I look to stations and their representatives for currently is definite information as to what they actually will do by way of merchandising, how they will do it and what the costs to the advertiser are, if any.

This information should be given in detail. When a station talks about contacting the trade I want to know if this means a phone call to the district manager or personal calls on all the retailers in the territory. When newspaper publicity is mentioned, does it mean a listing of the program in the regular program of the paper or news items, and if this latter I want clippings.

Managers: Finally the time buyer wants representatives to bring in their station managers whenever possible, for it is always helpful to know the man who actually runs the place.

This does not pretend to cover everything a time buyer wants from a station representative, but it should give at least a general idea—and while I listed "service" last among the four fundamentals, the time buyers do want good service along with all the factual information. Frequently we in the agency business are in need of things in a rush—so we want speed—but with it must go completeness and accuracy—and always it is facts we want, not guesses, opinions, or clever verbiage.

STATION REPRESENTATIVES

The function of the station representative is that of a sales agent for one or more stations. Various representative methods are employed. Some firms represent stations on a national basis only. Some represent on a regional basis, as well as on a national basis. The usual representative commission—at least, the goal of the fraternity—is 15% of the "net," i.e., 15% of the sponsor's money for time, computed after the agency commission has been subtracted.

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

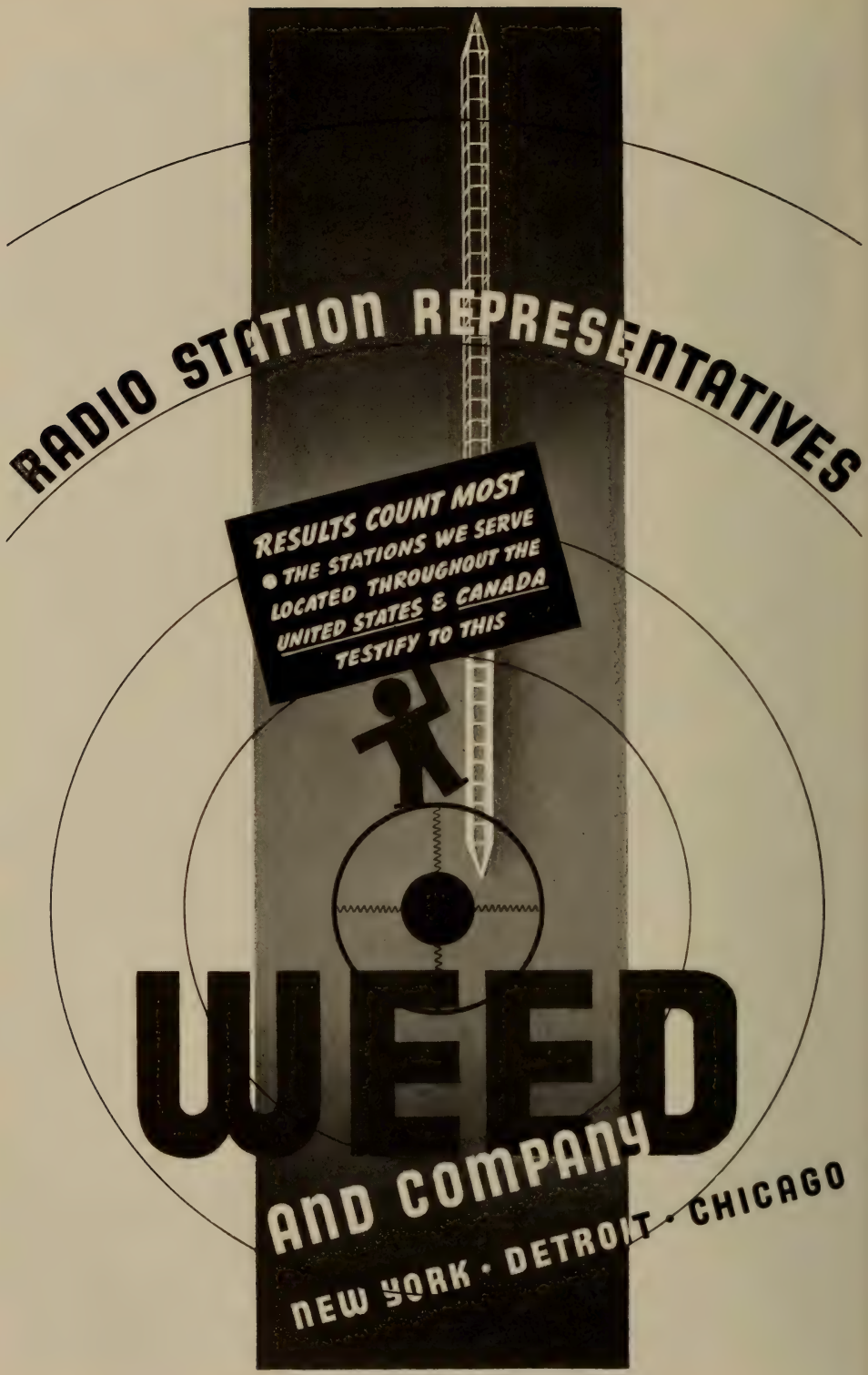
Those firms, whose names bear a star (*), also represent newspapers or other printed media as well as radio stations.

It must be borne in mind that no comparisons anent the relative size of firms can be made from a sheer personnel listing. In the case of newspaper-radio representatives, for instance, the conjoint representation of two media necessitates comparatively more personnel. The purpose of this list in no way is to create any ideas of relative size or efficiency as regards any firm or firms.

All-Canada Broadcasting System. *Officers:* Dawson Richardson, president; William D. Davis, secretary-treasurer; A. Leslie Garside, general sales manager. *Montreal office:* 923 Dominion Square Bldg. Personnel: Burt Hall, manager, Atlantic division. *Toronto office:* 716 Dominion Bank Bldg. Personnel: Jack Slatter, manager, Ontario division. *Winnipeg office:* 171 McDermot Ave. (92 481). Personnel: Fred V. Scanlan, manager, Prairie division.

Associated Broadcast Advertising Co. *Officers:* Irving T. Porter, commercial manager and owner. *New York office:* 152 W. 42nd St. (Wisconsin 7-2299). Personnel: Irving T. Porter; Gertrude Baron, Helen Gray.

Walter Biddick Co. *Officers:* Walter Biddick, general manager. *Los Angeles*


RADIO STATION REPRESENTATIVES
RESULTS COUNT MOST
• THE STATIONS WE SERVE
LOCATED THROUGHOUT THE
UNITED STATES & CANADA
TESTIFY TO THIS
WEED
AND COMPANY
NEW YORK • DETROIT • CHICAGO

office: 568 Chamber of Commerce Bldg. (Richmond 6184). Personnel: James C. McCormick, manager; D. M. Reynolds, Jr., T. N. Turner, G. M. Biddick, C. A. Burpee. *San Francisco office:* 1358 Russ Bldg. (Sutter 5415). Personnel: Walter Monroe, Jr., Manager. *Seattle office:* 1038 Exchange Bldg. (Main 6440). Personnel: John C. Kiewel, Manager.

John Blair & Co. *Officers:* John Blair, president; Geo. W. Bolling, vice-president; dent; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. *Chicago office:* 520 N. Michigan Ave. (Superior 8660). Personnel: John Blair, manager; Gale Blocki, Jr.; Richard McBroom. *New York office:* 341 Madison Ave. (Murray Hill 2-6084). Personnel: George W. Bolling, manager; Lincoln P. Simonds, Frank Fenton. *Detroit office:* New Center Bldg. (Madison 7389). Personnel: R. H. Bolling, manager. *San Francisco office:* Russ Bldg. (Douglas 3188). Personnel: Lindsey Spight, manager.

***The Branham Co.** *Officers:* John Petrie, president. *Chicago office:* 360 N. Michigan Ave. (Central 5726). Personnel: E. F. Corcoran, vice-president; Charles B. Nichols, secretary; H. C. Schomaker, J. B. Guenther, C. B. Peterson, Edwin Charney, J. Timlin, L. S. Greenberg, Carl Sundberg. *New York office:* 420 Lexington Ave. (Mohawk 4-2430). Personnel: Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly. *Detroit office:* General Motors Bldg. (Madison 8893). Personnel: H. A. Anderson, E. R. Bornman. *St. Louis office:* Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. *Kansas City office:* National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. *Los Angeles office:* 1151 S. Broadway (Prospect 3471). Personnel: George D. Close. *Atlanta office:* Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough, H. L. Ralls. *Dallas office:* Mercantile Bldg. (2-8569). Personnel: A. J. Putman, W. K. Flanagan. *San Francisco office:* 235 Montgomery St. (Garfield 6740). Personnel: Austin B. Fenger. *Seattle office:* 1004 Second Ave. (Seneca 4480). Personnel: Arthur G. Neitz. *Portland office:* 920 S. W. Sixth Ave. (Atwater 2414). Personnel: G. A. Wellington.

***Bryant-Griffith & Brunson, Inc.** *Officers:* Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. *New York office:* 9 E. 41st St. (Murray Hill 2-2174). Personnel: Harry C. Griffith, George Gundling, Arthur F. Altritt, Frank J. Coyle, Edward Peretti, John McDonald. *Chicago office:* 360 N. Michigan Ave. (Andover 1040). Personnel: Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. *Detroit office:* General Motors Bldg. (Madison 3534). Personnel: Harry W. Pollard, manager. *Atlanta office:* Walton Bldg. (Walnut 1231). Personnel: B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). *Boston office:* 201 Devonshire St. (Liberty 4259). Personnel: Joseph F. Walsh, manager; P. B. Silk. *Salt Lake City office:* 838—24th St. Personnel: J. Wayne Eldredge.

***The Capper Publications.** *Officers:* Arthur Capper, owner and publisher; Marco Morrow, assistant publisher; H. S. Blake, business manager; Don Searle, manager WIBW; W. A. Bailey, manager KCKN. *New York office:* 420 Lexington Ave. (Mohawk 4-3280). Personnel: W. L. McKee, Dean Bailey. *Chicago office:* 180 N. Michigan Ave. (Central 5977). *Detroit office:* General Motors Bldg. (Madison 2125). Personnel: Edward McKernon. *Cleveland office:* 1013 Rockwell Ave. (Cherry 5775). *Kansas City (Mo.) office:* 21 W. 10th St. (Harrison 4700). *Kansas City (Kans.) office:* Eighth and Armstrong. *Topeka office:* Eighth and Jackson Ave. *St. Louis office:* 2202 Pine St. (Central 3330). *San Francisco office:* Russ Bldg. (Douglas 5220).

H. F. Cogill & Associates: *Officers:* H. F. Cogill, general manager; Cecil Burns, sales manager. *Atlanta office:* 1722 Rhodes-Haverty Bldg. (Walnut 8113).

H. K. Conover Co. *Officers:* H. K. Conover, president; E. H. Conover, secretary. *Chicago office:* 360 N. Michigan Ave. (Central 8664; Dearborn 0351). (Note: this organization is affiliated with Niles-Richman of New York).

Conquest Alliance Co., Inc. *Officers:* C. H. Venner, Jr., president; A. M. Martinez, vice-president; Miss L. Hirstius, secretary. *New York office:* 515 Madison Ave. (Plaza 3-5650). *Chicago office:* 228 N. La Salle St. (State 5096). Personnel: Frank Morr, vice-president in charge. *Buenos Aires office:* Sarmiento 559. Personnel: Oscar F. Errecart, manager. *Rio de Janeiro office:* Edificio Odeon, Sala 710. Personnel: Roberto Constantinesco, manager. *Havana office:* Edificio La Metropolitana. Personnel: Rene Canizares.

J. Ralph Corbett, Inc. *Officers:* J. Ralph Corbett, president; Chas. B. Meade, vice-president; Florence Nanes, treasurer;



"I use it to cool beer!"

FACTS are cold. Columns of radio statistics can reveal Truth—but you know and we know that they can also *conceal* it. (If only by being so durned dull that few people will take the trouble to interpret them.)

Free & Peters, Inc., *believe* in facts. We have spent thousands of hours digging up and checking the statistics of our stations and of spot broadcasting. *But we know that statistics alone often aren't worth the paper they cover unless they are accompanied by equally significant facts which sometimes cannot be reduced to tabular form.*

Ask us for facts, and we'll give you ALL of them — the facts that can be shown in tables and charts PLUS those intangibles which enable certain stations, like certain men, to *sell more goods* at less cost. Why not give us a "telephone test"—NOW?

FREE & PETERS, INC.

and FREE, JOHNS & FIELD, INC.

WHO .....Des Moines
WGR-WKBW .....Buffalo
WHK-WJAY ...Cleveland
WHKC .....Columbus
KMBC .....Kansas City
WAVE .....Louisville
WTCN .....Mpls.-St. Paul
KOIL .....Omaha
KOIN-KALE ....Portland
KSD .....St. Louis
WFBL .....Syracuse
KOL ..... Seattle

Radio Station Representatives

NEW YORK
110 E. 42nd Street; Lexington 2-8660

CHICAGO
180 N. Michigan Ave.; Franklin 6373

DETROIT
New Center Building; Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter; Sutter 4353

LOS ANGELES
C. of C. Building; Richmond 6184

WCSC .....Charleston
WIS .....Columbia
WOC .....Davenport
WDAY .....Fargo
KTAT .....Fort Worth
WDRC .....Hartford
WNOX .....Knoxville
KFAB ....Omaha-Lincoln
WMBD .....Peoria
WPTF .....Raleigh
KVI .....Tacoma
KTUL .....Tulsa
WKBN .....Youngstown

Joseph McGhee, secretary. *Cincinnati office:* Carew Tower (Parkway 1463). Personnel: J. Ralph Corbett and Chas. B. Meade. *New York office:* Graybar Bldg. (Mohawk 4-4528). Personnel: Walter H. Freeman, manager. *Chicago office:* 520 N. Michigan Ave. (Delaware 3265). Personnel: George F. Isaac, manager.

Cox and Tanz. *New York office:* 535 Fifth Ave. (Murray Hill 2-8284). Personnel: E. R. Tanz, manager in charge. *Chicago office:* 228 N. LaSalle St. (Franklin 2095). Personnel: A. P. Cox, manager in charge. *Philadelphia office:* Drexel Bldg. (Lombard 1720). Personnel: Joseph Cox, manager in charge.

Craig & Hollingbery, Inc. *New York office:* 250 Park Ave. (Plaza 3-8989). Personnel: Norman Craig, manager; F. E. Spencer, Jr., vice-president; Jeanne Craig, secretary and treasurer; Robert A. Davies, Jr., Morton D. Bolton, Paul Adler. *Chicago office:* 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, manager; Walter Holden. *Detroit office:* Park and Adams Sts. (Cherry 5200). Personnel: Fred Hogue, manager. *Jacksonville (Fla.) office:* 306 Florida National Bank Bldg. (3-0381). Personnel: Harry E. Cummings, manager.

***J. J. Devine & Associates.** *Officers:* J. J. Devine, president; James F. Devine, vice-president; M. F. Devine, secretary. *New York office:* 405 Lexington Ave. (Vanderbilt 3-1118). Personnel: J. J. Devine, manager; T. F. Allen, D. A. Donahue, R. J. MacColl, Walter P. Burn. *Chicago office:* 307 N. Michigan Ave. (Central 4270). Personnel: James F. Devine, manager; J. A. Toothill. *Detroit office:* 817 New Center Bldg. (Madison 3350). Personnel: W. Edgar Bell, manager. *Atlanta office:* 206 Palmer Bldg. (Walnut 3149). Personnel: E. J. Hayes, manager. *Pittsburgh office:* 438 Oliver Bldg. (Atlantic 4723). Personnel: L. H. McCamic, manager.

***Allan W. Creel.** *New York office:* 15 E. 40th St. (Lexington 2-4588).

James F. Fay. *Officers:* James F. Fay, president and treasurer; Bertha F. Bannan, office manager. *Boston office:* 508 Statler Bldg. (Hubbard 1225).

Free & Peters, Inc. (and Free, Johns & Field, Inc.). *Officers:* James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc.; J. H. Field, Jr., vice-president, Free, Johns & Field, Inc. *Chicago office:* 180 N. Michigan Ave. (Franklin 6373). Personnel: James L. Free, manager; A. E. Joscelyn, sales manager; J. F. Johns, Hugh M. Feeley, Earl T. Irwin. *New York office:* 110 E. 42nd St. (Lexington 2-8660). Personnel: H. Preston Peters, manager; Russel Woodward, sales manager; J. H. Field, Jr.; Allan Kerr, W. D. Roberts. *Detroit office:* New Center Bldg. (Trinity 2-8444). Personnel: Charles G. Burke, manager. *San Francisco office:* One Eleven Sutter (Sutter 4353). Personnel: A. Leo Bowman, manager. *Los Angeles office:* Chamber of Commerce Bldg. (Richmond 6184). Personnel: Walter Biddick, manager; Jas. C. McCormick.

Furgason & Aston, Inc. *Officers:* Gene Furgason, president; Sil Aston, secretary; G. S. Wasser, vice-president; James M. Wade, vice-president. *New York office:* 17 E. 45th St. (Murray Hill 2-3734). Personnel: G. S. Wasser and James M. Wade in charge; Earle Bachman. *Chicago office:* 221 N. La Salle St. (State 5241). Personnel: Gene Furgason in charge; Jack Chaille. *Detroit office:* 1010 Stephenson Bldg. (Trinity 2-0922). Personnel: Sil Aston in charge. *Kansas City office:* 314 Dwight Bldg. (Victor 2968). Personnel: Ray Lintecum in charge.

Horace Hagedorn. *Officers:* Horace Hagedorn, owner. *New York office:* 350 Madison Ave. (Murray Hill 6-1231).

Hearst Radio. *Officers:* J. V. Connolly, president; Emile J. Gough, vice-president; R. F. McCauley, vice-president; Elliott Roosevelt, vice-president; O. H. Tunell, treasurer; W. E. Miller, secretary. *New York office:* 20 E. 57th St. (Columbus 5-7300). Personnel: J. Curtis Willson, Burton Lambert, Walter D. Scott. *Chicago office:* 326 W. Madison St. (Central 6124). Personnel: Homer Hogan, manager; E. I. Heaton. *Los Angeles office:* 141 N. Vermont Ave. (Exposition 1341). Personnel: Ford Billings, manager; Heber H. Smith. *San Francisco office:* Third and Market Sts. (Douglas 2536). Personnel: Bob Roberts, manager. *Dallas office:* Gulf States Bldg. (Dallas 7-2333). Personnel: Elliott Roosevelt, manager.

***E. Katz Special Advertising Agency.** *Officers:* G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; E. Katz, secretary. *New York office:* 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris, N. Costello, M. Kellner, O. R. Whitaker, J. Loucks, M. O'Mara, R. Lees. Promotion department: E. Katz, D. Denenholz, H. R. Goldberg. *Chicago office:* 307 N. Michigan Ave.

These NBC Stations are "Tops in Spot"

Behind every NBC Managed and Operated Station stands the vast experience and program prestige of the world's largest broadcasting organization!

Every one of these local stations has the benefit of NBC's vast technical experience and facilities, PLUS the all-star NBC Networks Programs. These fine programs are proved audience-builders for spot and local advertisers. The following of every local NBC station is established and waiting . . . their markets are among the nation's richest . . . their sales records are impressive—and available!

These are the stations "Up Top"

New York
WEAF . . . 50,000 watts
WJZ . . . 50,000 watts

The Great Northeast
WGY . . . 50,000 watts

New England
WBZ-WBZA . 51,000 watts

Northern Ohio
WTAM . . . 50,000 watts

District of Columbia
WRC . . . 1000-500 watts
WMAL . . 500-250 watts

Pittsburgh and the Tri-State Market
KDKA . . . 50,000 watts

Chicago
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

Denver and the Rocky Mt. Region
KOA . . . 50,000 watts

San Francisco
KGO . . . . 7,500 watts
KPO . . . . 50,000 watts

Philadelphia
KYW . . . 10,000 watts

Completely Programmed by
NATIONAL BROADCASTING COMPANY

NBC

A Radio Corporation of America Service

(Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., R. W. Nichols, Stanley Ruelman, Davis Kirby. *Detroit office:* General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. *Atlanta office:* 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. *Philadelphia office:* 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. *Kansas City office:* Bryant Bldg. (Victor 7095). Personnel: Carl Slater, manager; Gordon Gray. *San Francisco office:* Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager. *Dallas office:* Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.

***Kelly-Smith Co.** *Officers:* C. F. Kelly, president and treasurer; F. W. Miller, vice-president and secretary; F. M. Headley, manager. *New York office:* Graybar Bldg. (Mohawk 4-2434). Personnel: F. M. Headley, manager; L. Blumenthal. *Chicago office:* 180 N. Michigan Ave. (Franklin 4687). Personnel: D. S. Reed, manager. *Detroit office:* New Center Bldg. (Madison 4675). Personnel: Robert B. Rains, manager.

Ray Linton. *Officers:* Ray Linton, owner. *Chicago office:* 360 N. Michigan Ave. (State 9493). Personnel: Ray Linton, Elmo Linton, Walt Wyne.

Joseph Hershey McGillvra. *New York office:* 366 Madison Ave. (Vanderbilt 3-5055). Personnel: Joseph H. McGillvra, manager. *Chicago office:* 919 N. Michigan Ave. (Superior 3444). Personnel: George W. Besse, manager. *Toronto (Canada) office:* 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: N. P. Colwell, manager.

***J. P. McKinney & Son.** *New York office:* 30 Rockefeller Plaza (Circle 7-1178). *Chicago office:* 400 N. Michigan Ave. (Superior 9866). *San Francisco office:* 742 Market St.

***Paul W. & Guy F. Minnick.** *Officers:* Paul W. Minnick and Guy F. Minnick, partners. *New York office:* 33 W. 42nd St. (Pennsylvania 6-2417).

***Mitchell & Ruddell, Inc.** *Kansas City office:* 1004 Baltimore (Victor 1421). *Chicago office:* 180 N. Michigan Ave. (Central 1160). *New York office:* 295 Madison Ave. (Ashland 4-6698). *St. Louis office:* Insurance Exchange Bldg. (Chestnut 1965).

National Broadcasting Co., Inc. *Officers:* Alfred H. Morton, general manager; Lee B. Wailes, assistant to the general manager. *Headquarters:* 30 Rockefeller Plaza, New York City. (Note: All NBC programmed stations are directed from New York, except WMAQ and WENR, Chicago, and KPO and KGO, San Francisco.) *New York:* WEAF and WJZ. Personnel: M. M. Boyd, sales manager; John M. Greene, Gordon H. Mills, William O. Tilenius and J. D. van Amburgh, salesmen. *Schenectady:* WGY. Personnel: Kolin Hager, station manager; Ralph Nordberg, sales manager; Alan Taylor and J. A. Howe, salesmen. *Boston-Springfield:* WBZ-WBZA. Personnel: John A. Holman, station manager; Gordon Ewing, sales manager; G. V. Norris, N. Whittaker, F. R. Bowes and Jay Slocum, salesmen. *Cleveland:* WTAM. Personnel: Vernon H. Pribble, station manager; H. L. Gallagher, sales manager; R. G. Carter, salesman. *Washington, D. C.:* WRC and WMAL. Personnel: Kenneth H. Berkeley, station manager; John H. Dodge, sales manager; B. B. Baylor, S. W. Bell and J. E. Sweet, salesmen. *Pittsburgh:* KDKA. Personnel: H. A. Woodman, station manager; W. E. Jackson, sales manager; W. G. Horn, E. J. Calahan and J. Schertler, salesmen. *Chicago:* WMAQ and WENR. Personnel: Niles Trammel, vice-president in charge of operations; P. G. Parker, station man-

Ray Linton
Chicago
Representing
The Shortest List
WMCA
New York City

FOLLOW THROUGH

Of These Five-Year-Old Policies

1

To continue to maintain a staff of professional, seasoned advertising men—WITH RADIO STATION EXPERIENCE.

2

To continue to serve a limited group of successful stations—a list short enough to permit the concentration each station expects and deserves.

3

To continue to create and adopt new and improved methods of service to advertising agencies.

4

To continue to maintain that station confidence and close association which enables us to act as the station ITSELF at the point of sale.

5

To continue to keep faith with advertising agencies in making only those recommendations that are conscientious and sincere.

●

John Blair and Company has maintained and will continue to follow through this basic platform of service. Now we point to two new departments—two new services, completely rounding out our organization and enabling us to perform the most complete job in the representation field.

ON MAY 1, 1937

John Blair and Company announced the establishment of a Research and Promotion Department for the purpose of effecting a closer relationship between our stations and our four offices. This has resulted in a more prompt and efficient service to advertisers.

ON JUNE 15, 1937

John Blair and Company announced the formation of an associated company, Blair Productions, an exclusively creative and production organization, the functions of which are expressly aimed at the development of additional national spot broadcasting through presentation of individual station-tested features to sectional and national accounts and origination of ideas and specifically designed programs.

John Blair and Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Av.	New Center Bldg.	347 Russ Bldg.
MUrray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188

ager; C. B. McDermott, sales manager; Oliver Morton, John V. Sandberg, Webster Smith, salesmen. *Denver:* KOA. Personnel: A. E. Nelson, station manager; A. W. Crapsey and J. R. MacPherson, salesmen. *San Francisco:* KGO and KPO. Personnel: Don E. Gilman, vice-president in charge of operations; Harry F. Anderson, sales manager; Eugene Grant, salesman. *Philadelphia:* KYW. Personnel: Leslie W. Joy, station manager; G. H. Jaspert and J. N. Hinchey, salesmen. (Note: These descriptions pertain only to NBC's setup as a representative of its stations mentioned above; the officers, etc., mentioned here do not necessarily have jurisdiction anywhere except in the sale of station time, unless their names and titles be found elsewhere in connection with other NBC activities or stations.)

Niles, Field & Associates. *New York office:* 152 W. 42nd St. (Wisconsin 7-3754).

Northwest Radio Advertising. *Seattle office:* American Bank Bldg.

Earl C. Noyes. *Officers:* Earl C. Noyes, president; C. E. Emmke, treasurer. *Rutland (Vt.) office:* 129 State St. Personnel: F. S. Webster, Lloyd W. Melvin and Charles E. Morse.

***John H. Perry Associates.** *New York office:* 225 W. 39th St. (Bryant 9-3357). Personnel: Wm. K. Dorman, manager; W. T. Kelly. *Chicago office:* 122 S. Michigan Ave. (Harrison 8085). Personnel: O. J. Ranft in charge. *Detroit office:* 7338 Woodward Ave. (Madison 0790). Personnel: J. J. Higgins in charge. *Atlanta office:* 406 Chamber of Commerce Bldg. (Walnut 3443). Personnel: R. S. Kendrick in charge. *San Francisco office:* R. J. Bidwell Co., 742 Market St. (Garfield 4917).

Edward Petry & Co., Inc. *New York office:* 17 E. 42nd St. (Murray Hill 2-3850). *Chicago office:* 400 N. Michigan Ave. (Delaware 8600). *Detroit office:* General Motors Bldg. (Madison 1035). *San Francisco office:* 111 Sutter St.

Radio Markets, Inc. *New York office:* 711 Fifth Ave. (Wickersham 2-2100). *Chicago office:* 301 E. Erie St. (Superior 9114).

Radio Sales, Inc. (Division of Columbia Broadcasting System). *Officers:* M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager. *New York office:* 485 Madison Ave. (Wickersham 2-2000). Personnel: Arthur Hull Hayes, Eastern sales manager; Howard S. Meighan, account executive; Stephen L. Fuld, account executive; Kingsley F.

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Nine service men to assure prompt, individual attention to your every problem . . . . .

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WQAM	Miami, Fla.
WFLA	Tampa, Fla.
WJAX	Jacksonville, Fla.
WMBG	Richmond, Va.
WGBF	Evansville, Ind.
KQV	Pittsburgh, Pa.
WHJB	Greensburgh, Pa.
KXBY	Kansas City, Mo.
KFYR	Bismarck, N. D.
KMMJ	Clay Center, Neb.
KFRU	Columbia, Mo.
KTHS	Hot Springs, Ark.
WBOW	Terre Haute, Ind.

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FURGASON & ASTON, Inc. RADIO STATION REPRESENTATIVES

NEW YORK 17 E. 45th St. | DETROIT 1010 Stephenson Bldg. | CHICAGO 211 N. La Salle St. | KANSAS CITY 314 Dwight Bldg.

Horton, account executive; Howard L. Schreiber. *Chicago office:* 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, account executive. *Detroit office:* Fisher Bldg. (Trinity 2-5500). Personnel: Owen F. Uridge, manager. *Los Angeles office:* 5939 Sunset Blvd. (Hollywood 3101). Personnel: George L. Moskovics. *San Francisco office:* Russ Bldg. (Garfield 4700). Personnel: J. K. Craig. *Boston sub-office:* 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. *Charlotte sub-office:* Wilder Bldg. (Charlotte 3-7107). Personnel: Dewey H. Long. *St. Louis sub-office:* Mart Bldg. (Central 8240). Personnel: Merle S. Jones. *Washington sub-office:* Earle Bldg. (Metropolitan 3200). Personnel: A. D. Willard, Jr.

William G. Rambeau Co. *Chicago office:* Tribune Tower (Delaware 3838). Personnel: William G. Rambeau, owner, in charge. *New York office:* Chanin Bldg. (Caledonia 5-4940). *Detroit office:* General Motors Bldg. (Madison 6828). *San Francisco:* Russ Bldg. (Garfield 5533).

Paul H. Raymer Co. *Officers:* Paul H. Raymer, owner; Fred Brokaw, general manager. *New York office:* 366 Madison Ave. (Murray Hill 2-8690). Personnel: Paul H. Raymer and Fred Brokaw, in charge; Peirce Romaine. *Chicago office:* Tribune Tower (Superior 4473). Personnel: Ed Bowers, manager. *Detroit office:* General Motors Bldg. (Trinity 2-8060). Personnel: H. Mallinson. *San Francisco office:* Russ Bldg. (Douglas 1294). Personnel: Edward S. Townsend, manager.

Sears & Ayer. *Officers:* A. T. Sears, B. H. Sears, Hibbard Ayer. *Chicago office:* 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. *New York office:* 350 Madison Ave. (Murray Hill 2-2046), Hibbard Ayer, manager.

Small & Brewer, Inc. *Chicago office:* 307 N. Michigan Ave. (State 8152). *New York office:* 250 Park Ave. (Wickersham 2-8383). *Boston office:* 80 Boylston St. (Hancock 1524). *San Francisco office:* 235 Montgomery St. (Garfield 6740). *Los Angeles office:* 1151 S. Broadway (Prospect 3471). (Note: Small & Brewer is a subsidiary of Small, Spencer, Brewer, newspaper representatives.)

***Tenney, Woodward & Co.** *Officers:* Walter I. Tenney, president and general manager. *Chicago office:* 400 N. Michigan Ave. (Delaware 2107). *Detroit office:* New Center Bldg. (Madison 9136). *Boston office:* Globe Bldg. (Capital 0864). *Atlanta office:* Rhodes-Haverty Bldg. (Walnut 1334). *Kansas City office:* 1012 Baltimore Ave. (Victor 1713). *San Francisco office:* Russ Bldg. (Exbrook 4860). *Los Angeles office:* Chamber of Commerce Bldg. (Prospect 1643).

Transamerican Broadcasting and Television Corp. *Officers:* John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York); Virgil Reiter, Jr., vice-president (New York); C. P. Jaeger, vice-president (Chicago). *New York office:* 521 Fifth Ave. (Murray Hill 6-2370). *Chicago office:* 333 N. Michigan Ave. (State 0366). Personnel: C. P. Jaeger, vice-president in charge. *Hollywood office:* 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.

United Broadcast Sales, Ltd. *Officers:* H. R. Carson, managing director; P. H. Gayner, Eastern manager. *Toronto office:* 200 Bay St. (Ad-1646). Personnel: P. H. Gayner. *Winnipeg office:* G. F. Herbert, manager. *Calgary office:* H. R. Carson. *Vancouver office:* 541 W. Georgia St. (Trinity 1391). Personnel: J. E. Baldwin. (Note: the representative firm of John E. Baldwin, in Vancouver, acts for United in that city and is affiliated with it.) *Regina office:* Mr. Chestnut. *Edmonton office:* F. H. Elphicke.

***Universal Publishers Representatives, Inc.** *Officers:* Melchor Guzman. *New York office:* 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Melchor Guzman, manager. (Note: this firm represents LR 1—Radio El Mundo, Buenos Aires, and also contracts talent.)

Weed & Co. *Officers:* Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. *New York office:* 350 Madison Ave. (Vanderbilt 3-6966). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. *Chicago office:* 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly. *Detroit office:* Michigan Bldg. (Cadillac 3810). Personnel: M. J. Thoman, manager.

Wellman Service. *Officers:* F. A. Wellman, owner. *New York office:* 1324 Empire State Bldg. (Pennsylvania 6-8643). Personnel: F. A. Wellman in charge. *Philadelphia office:* 1631 Chestnut St. (Rittenhouse 6576). Personnel: John R. Wood.

Wilson-Robertson. *Officers:* Howard Wilson and Graham A. Robertson. *New York office:* 250 Park Ave. (Plaza 3-7370). Personnel: Graham A. Robertson in charge. *Chicago office:* 75 E. Wacker Drive (Central 8744). Personnel: Howard Wilson in charge. *Kansas City office:* National Fidelity Life Insurance Bldg. (Grand 0810). *Dallas office:* 207 Mercantile Bldg. (7-1331).

TALENT

FILM TALENT SCOUTS

The following persons, operating mainly out of New York, scout talent for the major film companies:

Boris Kaplan	**Paramount**
Steve Trilling	**Warner Brothers-First National**
I. I. (Al) Altman	**Metro-Goldwyn-Mayer**
Joe Pincus	**Fox**
Charles Beahan	**Universal**
Arthur Willi	**RKO**
Joe Rivkin	**Columbia**

SOCIAL SECURITY STATUS OF TALENT

Because of the many questions regarding the social security status of radio talent, the following announcement, sent by the National Broadcasting Co. on June 1, 1937, to all sponsors and advertising agencies with whom the network does business, is herewith reprinted as a summary of the situation:

June 1, 1937.

"As you no doubt are aware, there is uncertainty as to the status of radio artists for social security purposes. Our attorneys are collaborating with Mr. George Link, Jr., counsel for the American Association of Advertising Agencies, in an effort to obtain rulings upon the subject. In the meantime, we are classifying our sustaining artists as our employees or as independent contractors, according to our best lights.

"As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employee of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our staff conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent.

Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employees of the particular sponsor or advertising agency.

2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a "complete package," i.e., where we are paid $X to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent;



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as between NBC, the advertising agency and the sponsor, NBC is the employer, if any one of them is.

3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us.

"We shall endeavor to advise you promptly of cases affecting you which fall within either of these three exceptions. We would appreciate it if you would make known the contents of this letter to the parties interested in your organization."

PROFESSIONAL RECORDS

Performance data on players, announcers, orchestra leaders, conductors, writers, producers and directors since June 1, 1936.

Abbreviations: (R) means radio record; (F) stands for films; (L) equals legit stage; (V) indicates vaudeville; (P) identifies pre-show business occupation.

A

AARONSON, IRVING. Musical director, WHN, New York. (R) since 1931; various shows including Lucky Strike Hour (American Tobacco Co.), 1931. (F) Irving Aaronson and His Commanders (MGM shorts), 1928. (L) Puzzles, 1926; Paris, 1928-29. (V) Hale & Paterson, 1916-24; Irving Aaronson & Commanders here and abroad, 1925-35.

ABBOTT, ED. Announcer, WCCO, Minneapolis-St. Paul. (R) various shows, including Gloria Dale (General Mills), 1935-37; The Weavers (Olson Rug Co.), 1936-37. (F) commercials. (V) Cedric Adams & Ed Abbott, 1937. (P) newspaper circulation department.

ABBOTT, MINABELLE. Network actress. (R) Life of Mary Sothern (Lehn & Fink).

ACE, MR. & MRS. GOODMAN. Network sketches. (R) Easy Aces (Anacin), NBC, 1931-37.

ACKERMAN, BERENICE. Network actress. (R) Modern Music Masters (Dryden & Palmer).

ACKLEY, WAYNE. Announcer, newscaster, Iowa Broadcasting Co. (R) various shows on this network and stations KSO, KRNT, Des Moines, including News Reel (Sears Roebuck), 1936-37; Roundup Time (Goodrich Silvertown), 1936.

ADAIR, FRANCIS. Network entertainer. (R) Philip Morris program.

ADAMS, BILL. Network actor. (R) Heinz Magazine of the Air (H. J. Heinz Co.); Helen Hayes in Bambi (General Foods, Sanka Coffee).

ADAMS, EDITH. Free lance actress. (R) network various shows include Ma Perkins (Procter & Gamble), 1936-37; Today's Children (Pillsbury), 1936-37; Girl Alone (Kellogg), 1936-37; Betty & Bob (General Mills), 1937; Betty Crocker (General Mills), 1937; Grand Hotel (Campana), 1937.

ADAMS, FRANKLIN. Juvenile dramatic actor. (R) Skippy (General Mills), 1931-33; Skippy (Milk of Magnesia), 1933-36; Betty & Bob; Jack Armstrong; Ma Perkins (Oxydol); Orphan Annie (Ovaltine), 1935-36; Houseboat Hannah (Procter & Gamble), 1936-37. (F) commercials. (L) Jack & Jill Players; Three Little Girls, 1931; Music In May, 1931. (V) Caught, 1934.

ADAMS, KENNETH. Musician, KANS, Wichita. (R) since 1933; local shows on this station and KFH, Wichita; KFBI, Abilene, including Purina Chow Program. (V) 1936. Has played with various orchestras.

ADAMS, ROBERT. Actor, KYA, San Francisco. (R) network shows, Shell Chateau (Shell Oil); Eno Crime Club (Eno Fruit Salt). (F) Endearing Young Charms (Warner Bros.); commercials. (L) Clarence; Little Women. (V) four seasons.

ADAMS, WILLIAM. Network actor, announcer. (R) Collier's Hour; March of

...As it is in Motion Pi

*JUDITH ANDERSON
MARY ASTOR
BINNIE BARNES
JOAN BENNETT
*MARY BOLAND
*PEGGY CONKLIN
CONSTANCE CUMMINGS
IRENE DALE
FRANCES DEE
ANN DVORAK
FLORENCE ELDRIDGE
VIRGINIA FIELD
KAY FRANCIS
DOLLY HAAS
*HELEN HAYES
*KATHARINE HEPBURN
*MIRIAM HOPKINS
BENITA HUME
*JOSEPHINE HUTCHINSON
ELLA LANCHESTER
FRANCINE LARRIMORE
ANDREA LEEDS
DONRUE LEIGHTON
CAROLE LOMBARD
*MYRNA LOY
IDA LUPINO
*JEAN MUIR
MERLE OBERON
MAUREEN O'SULLIVAN
*MARIA OUSPENSKAYA
PAT PATERSON
GAIL PATRICK
*MARY PHILIPS
LUISE RAINER
*GINGER ROGERS
ROSALIND RUSSELL
*DOROTHY STICKNEY
*MARGARET SULLAVAN
VERREE TEASDALE
*DAME MAY WHITTY
FAY WRAY
LORETTA YOUNG

MYRON SELZNIC

★ IN CONJUNCTION WI

ures, So it is in Radio

WALTER ABEL
FRED ASTAIRE
FREDDIE BARTHOLOMEW
WARNER BAXTER
BEN BERNIE
HUMPHREY BOGART
CLIVE BROOK
CHARLES BUTTERWORTH
BRUCE CABOT
JOSEPH CALLEIA
TULLIO CARMINATI
WALTER CONNOLLY
MELVILLE COOPER
ERNEST COSSART
ANDY DEVINE
DUDLEY DIGGES
MAURICE EVANS
ERROL FLYNN
HENRY FONDA
EDMUND GWENN
BILLY HALOP
CEDRIC HARDWICKE
IAN HUNTER
BOBBY JORDAN

*ALLYN JOSLYN
BORIS KARLOFF
ROSCOE KARNS
*CHARLES LAUGHTON
EDMUND LOWE
FRANK McHUGH
VICTOR McLAGLEN
FREDRIC MARCH
*RAYMOND MASSEY
ADOLPHE MENJOU
*BURGESS MEREDITH
*THOMAS MITCHELL
CHESTER MORRIS
PAT O'BRIEN
LAURENCE OLIVIER
WILLIAM POWELL
GEORGE RAFT
GREGORY RATOFF
PHILIP REED
*STANLEY RIDGES
*TOM RUTHERFURD
C. AUBREY SMITH
LEE TRACY
HUGH WILLIAMS

& COMPANY, Inc.
ELAND HAYWARD, Inc.

...As it is in Motion Pictures, So it is in Radio

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MARY ASTOR
BINNIE BARNES
JOAN BENNETT
*MARY BOLAND
*PEGGY CONKLIN
CONSTANCE CUMMINGS
IRENE DALE
FRANCES DEE
ANN DVORAK
FLORENCE ELDRIDGE
VIRGINIA FIELD
KAY FRANCIS
DOLLY HAAS
*HELEN HAYES
*KATHARINE HEPBURN
*MIRIAM HOPKINS
BENITA HUME
*JOSEPHINE HUTCHINSON
ELLA LANCHESTER
FRANCINE LARRIMORE
ANDREA LEEDS
DONRUE LEIGHTON
CAROLE LOMBARD
*MYRNA LOY
IDA LUPINO
*JEAN MUIR
MERLE OBERON
MAUREEN O'SULLIVAN
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VICTOR McLAGLEN
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*RAYMOND MASSEY
ADOLPHE MENJOU
*BURGESS MEREDITH
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CHESTER MORRIS
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MYRON SELZNICK & COMPANY, Inc.

★ IN CONJUNCTION WITH LELAND HAYWARD, Inc.

PRESENTING



IRENE BEASLEY

"Nobody in town can deliver a melody with the style and throat charm of Irene Beasley."—LOUIS SOBOL.

"Her version on the air the other night—'Smoke Gets in Your Eyes'—was the best I've heard yet."—WALTER WINCHELL.

"Girl singer doing swell job on the stem—Irene Beasley."
ED. SULLIVAN

"Irene Beasley surely made that Variety Hour on WJZ sizzle Saturday night."—NICK KENNY.

"A singer worth hearing—Irene Beasley—her hours are different."
—BEN GROSS

"Irene Beasley sings grand."—TED FRIEND.

Miss Beasley and her Management wish to take this opportunity to express their deep appreciation for these and many other kind comments.

Time; Palmolive Music Box Theatre (Palmolive Soap), 1935-36; Wizard of Oz; Roses & Drums; Bambi, with Helen Hayes (Sanka Coffee), 1935-37. (L) Hamlet, 1924-26; What Price Glory; others. (P) college.

ADAMSON, W. G. Announcer, CKTB, St. Catherines, Ont. (R) local shows.

ADEMY, JOHN. Announcer, WCAO, Baltimore. (R) since 1934; local shows.

ADKINS, ALDEN. Network player. (R) Cheerio's Musical Mosaics (Sonotone Hearing Aid).

AGATHA, TURLEY. Singer, California Radio System. (R) since 1929; various local shows. (V) Toured with Famous Players-Lasky, coast to coast.

AGNEW, CHARLIE. Network orchestra leader. (R) Lucky Strike Program.

AGNEW, JOHN KENNARD. Organist, assistant program director, WHKC, Columbus. (R) since 1936; various local shows.

AGUE, JIMMY. Singer, WHK - WJAY, Cleveland. (R) since 1925; sustaining programs. (L) Laughing Thru, 1923; Band Box Revue, 1924. (V) burlesque; night clubs.

AHEARN, H. F. Musician, WHO, Des Moines. (R) local shows including Barnsdall Refining Co. program.

AHLSTRAND, KENNETH. Hawaiian guitarist, WROK, Rockford. (R) various local shows on this station and WLS, Chicago.

AIKENS, JULIAN. Musician, singer, WWL, New Orleans. (R) various local shows including Willard Tablet and Stanback programs. (V) Hal Burns Tune Wranglers.

AINSWORTH, ARTHUR. Announcer, WCKY, Cincinnati. (R) since 1929; various shows on this station and WLW, Cincinnati, including Studebaker Champions, 1929-30; Phillips "66" Revue, 1936. (P) representative for automobile manufacturer.

ALABAMA BOYS. Musicians, KTUL, Tulsa. (R) local sustaining shows.

ALAN, PAT. Announcer, singer, WBOW, Terre Haute. (R) since 1932; local shows on this station and WMBD, Peoria.

ALBANESE, FRANK. Organist, WAAT, Jersey City. (R) since 1933; local shows.

ALBANI, COUNTESS OLGA. Network soprano. (R) Hands Across the Border (sustaining), 1933; Cities Service program, 1934; Universal Rhythm (Ford Dealers), 1936-37; guest appearances, Maxwell House Coffee and Real Silk programs. (L) New Moon.

ALBANI, PIETRO. Accordionist, arranger, WPG, Atlantic City.

ALBEN, LIBBIE. Singer, WAVE, Louisville. (R) since 1936; local commercial and sustaining shows.

ALBERT, DON. Orchestra leader, WHN, New York. (R) since 1935; various including Elmo (Elmo Cosmetics), 1935-36. (F) scored and directed for MGM features, 1928-29. (V) appearances here and in Paris and London, 1927-34, intermittently.

ALBERTSON, MABEL. Network actress, writer. (R) since 1933; Armour Hour (with Phil Baker), 1933-35; Iodent Dress Rehearsal (Iodent Tooth Paste), 1936-37; guest appearances, Evening in Paris (Bourjois); Ken Murray Program (Rinso-Lifebuoy); Chase & Sanborn Program. (L) child parts, stock. (V) with Phil Baker, 1934-35; night club engagements.

ALBRIGHT, EDDIE. Announcer, KNX, Los Angeles. (R) since 1924; various local shows.

ALCORN, JOHN. Network script writer. (R) Popeye the Sailor.

ALDERMAN, GERTRUDE. News commentator, editor, actress, script writer, WFBL, Syracuse. (R) since 1935; local shows including Radio Girl (Ford Motor Co.), 1935.

ALDERMAN, JAMES S. Announcer, news commentator, WFAA, Dallas. (R) local shows, including newscasts for Smith Brothers Cough Drops, Procter & Gamble. (P) newspaper advertising.

ALESHIRE, LEN. Singer, WWVA, Wheeling. (R) various local shows. (V) Weaver Bros., 1929-30; Dixie Duo, Bert Levy Circuit, 1927; Aleshire & Rutledge, RKO, 1936.

ALESSI, EMANUEL. Singer, WNBR, Jacksonville. (R) various local shows.

ALEXANDER, A. L. Network commentator. (R) Good Will Court, NBC.

ALEXANDER, ALEX. Actor, singer, WHN, New York. (R) local shows. (L) New York Opera, 5 years; The Locked Room, 1936. (P) student.

ALEXANDER, ALTON. Network author, director. (R) various shows including NBC shows, Shell Chateau (Shell Oil), 1935; General Electric Hour of Charm, 1937; CBS shows, Musical Reveries (Corn Products), 1935-36; Pompeian Promenade (Pompeian), 1935. (P) English and dramatic teacher, high school.

ALEXANDER, DURELLE. Network singer. (R) Kraft Music Hall (Kraft-Phenix Cheese), 1935-36; RCA Magic Key Programs, 1935; Woodbury Musical Varie-

ties, 1936-37. (V) Hollywood Jr. Follies.

ALEXANDER, ELIZABETH. Musician, KPO-KGO, San Francisco. (R) various shows including Standard School of the Air (Standard Oil), 1935-37.

ALEXANDER, JOHN. Program director, KGNF, North Platte.

ALEXANDER, LESLIE. Saxophonist, singer, CHSJ, St. John, N. B. (R) since 1934; various local shows, singly and as members of Kelly & Alexander, piano team.

ALFORD, ELIZABETH. Pianist, singer, continuity writer, WRBL, Columbia. (R) since 1935; various local shows.

ALKUS, MARY. Commentator, California Radio System. (R) Confidentially Speaking, NBC, 1936; various local shows. (P) college.

ALLABOUGH, JOSEPH. Program director, WJJD, Chicago. (R) since 1928; various local shows. (F) commercial, 1922.

ALLAN, ANDREW. Announcer, producer, script writer, CFRB, Toronto, Ont. (R) since 1933; various local shows including Underwood Typewriter Program.

ALLEN, ARTHUR. Network actor. (R) Snow Villages Sketches (Loose-Wiles Biscuit Co.).

ALLEN, BETTY. Harpist, WNAC, Boston. (R) since 1935; local show. First harp, Peoples Symphony; Boston Women's Symphony; MacDowell Club Orchestra.

ALLEN, CHARME. Network actress. (R) Pretty Kitty Kelly (Wonder Bread).

ALLEN, FLORENCE. Actress, WFAA, Dallas. (R) local sustaining shows.

ALLEN, FRANCYS. Actor, WFAA, Dallas. (R) local sustaining shows. (L) Little Theatre work.

ALLEN, FRED. Network comedian, master of ceremonies. (R) Linit Bath Club Revue (Corn Products), 1932; Salad Bowl Revue (Hellmann's Mayonnaise), 1933; Town Hall Tonight (Sal Hepatica and Ipana), since 1934. (F) Thanks a Million (20th Century-Fox). (L) Passing Show of 1922; Greenwich Village Follies, 1925; Vogues of 1927; First Little Show, 1929-30; Three Is a Crowd, 1931-32. (V) single act, 10 years. (P) student.

ALLEN, GRACIE. Network actress, comedienne. (R) Burns & Allen (White Owl Cigars; Campbell Soup Co.; General Foods). (F) The Big Broadcast of 1936; Love in Bloom; Here Comes Cookie (Paramount); others. (V) Burns & Allen, 6 years.

ALLEN, HY. Singer, musician, WMBC, Detroit. (R) since 1935; local shows including Crazy Water Crystals program, 1935; guest appearances, Lucky Strike, Camel, over NBC, 1931. (F) Oklahoma Cowboys (Fox), 1931. (V) 1930-33.

ALLEN, IDA BAILEY. Home economics programs, women's broadcasts. (R) since 1923; programs for Pillsbury Flour, Beech Nut Packing, Domino Sugar, Crisco, Moore's Paints, Ivory Flakes, Packer's Tar Soap, National Biscuit Company, Pebeco Toothpaste, Hellman's Mayonnaise; many guest appearances. (V) Ida Bailey Allen's Homemakers of the Air, 1936; Winner of the National Radio Editor's Poll (conducted by World Telegram) for five years. Has written 21 books on foods, cooking and home economics.

ALLEN, MELVIN. Announcer, WBRC, Birmingham. (R) football and news broadcasts (RCA Victor Radios, state distributors), 1934-36. (P) Speech instructor, University of Alabama.

ALLEN, MINETTA. Network actress. (R) One Man's Family (Tenderleaf Tea).

ALLEN, SPENCER MARTIN. Announcer, writer, actor, WTMV, St. Louis. (R) since 1935; local shows.

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ALLEN, STUART. Network entertainer. (R) Coffee Club (Owens Illinois Glass Co.); Studebaker Champions (Studebaker Sales Corp.).

ALLENBY, PEGGY. Network dramatic actress. (R) Legion of the Lost; Death Valley Days (Pacific Coast Borax) NBC; Sherlock Holmes; others.

ALLEY, BEN. Network tenor. (R) Majestic Hour (CBS), 1932; Chairis Program, 1932.

ALLEY, JACK. Announcer, director, producer, WAIM, Anderson. (R) since 1937; various local shows. (V) comedian and dance act in road shows, 1926-33; M. C. at night clubs and hotels; dance team, Alley & Winters, 1936. (P) display card writer.

ALLMAN, ELVIA. Network actress. (R) Goose Creek Parson (Super Suds).

ALLMAN, LEE. Actor, Michigan Network. (R) various shows including Lone Ranger (Gordon Baking Co.), 1933-37.

ALMOND, BECKY. Pianist, KSL, Salt Lake City. (R) since 1929; various local shows. (V).

ALPERT, PAULINE. Network pianist (The Whirlwind Pianist). (R) National Silver Co. program, 1937; guest appearances, Rudy Vallee Hour, Paul Whiteman, Fred Allen, Lanny Ross, Blue Label Beer and Good Gulf Gasoline programs. (F) shorts (Warner Bros.). (V) Jazz Cinderella, 1931; Shadowland; soloist with orchestra.

ALTER, BENNE. Announcer, WMT, Cedar Rapids. (R) since 1933; local shows including Uncle Benny (Iowana Farm Vitamin D Milk), 1936; Carlsbad Carnival (Sprudel Salts), 1936; Scotty Views The News (Fels-Naptha Soap), 1937; Jimmy Allen (Skelley Oil Co.), 1935-36. (F) Selatery Hawkins, 1933. (L) Circle Stock, 1929-31; University Players, 1931-32. (P) commercial artist, sign painter.

AMATO, PASQUALE. Director of the L. S. U. School of Music, WJBO, Baton Rouge. (L) various Metropolitan Operas; trainer for several Baton Rouge Opera Association Productions.

AMBROSIO, TOM. Mandolinist (Argentine Trio), KPO-KGO, San Francisco. (R) since 1934; various local shows, including Woman's Magazine of the Air (Gebhardt Chili Powder).

AMECHE, DON. Network actor, master of ceremonies. (R) First Nighter (Campana Sales); Chase & Sanborn program (Chase & Sanborn Coffee). (F) One in a Million; Ramona; Love Is News; others.

AMES, RICHARD. News editor, KFI-KECA, Los Angeles. (R) local shows including Richfield Reporter (Richfield Oil Co.), 1935. (P) newspaper work.

AMLING, JACK. Network entertainer. (R) Music from Texas (Crazy Water Crystals).

AMOS 'N' ANDY. Network actors, comedians. (R) Amos (Freeman Gosden) and Andy (Charles Correll) for the Pepsodent Co. since 1929. Originally "Sam 'n' Henry."

AMSDELL, WILLIAM. Network actor. (R) Sunbrite Junior Nurse Corps (Sunbrite Cleanser).

AMUNDSEN, ALBERT. Continuity writer, WMBH, Joplin. (R) since 1936. (P) teacher.

ANDERSON, ANDY. Musician, WHB, Kansas City. (R) since 1935; various local shows.

ANDERSON, CARL. Guitarist, WHEC, Rochester. (R) since 1931; shows include Ivanhoe Saladiers (Ivanhoe Mayonnaise), 1931; Morton Downey program (Camel Cigarettes), 1932; Pleasure Cruise (Socony), 1933; Kate Smith program (La Paloma Cigars), 1934.

ANDERSON, CHARLES. Announcer, actor, KOA, Denver. (R) since 1933; various local shows on this station and KFI, KFWB, Los Angeles. (L) Civic Theatre, Denver, 1930-33. (P) student.

ANDERSON, EDWARD. Staff announcer, WQDM, St. Albans. (R) various local shows.

ANDERSON, ETTA. Actress, comedian, KFNF, Shenandoah. (R) since 1929; local shows. (V) Spec & Etty.

ANDERSON, EUGENE W. Singer (male quartet), KPO-KGO, San Francisco. (R) since 1928; various shows including Team Mates (Wesson Oil & Snowdrift), 1932; Carefree Carnival (Signal Oil), 1937. (L) Cross-out Timber Cruises, 1934-35. (V) Southern Harmony Four; Plantation Four; Bert Levey Circuit. (P) assistant superintendent, insurance company.

ANDERSON, GUNNAR. Organist, pianist, KVI, Tacoma. (R) since 1928; various local shows on this station and KNX, Los Angeles; KGU, KGMB, Honolulu. (F) High Society Blues (Fox), 1929; They Had to Get Married (Universal), 1932; cartoons (Universal), 1932. (L) The Book of Job, 1932. (V) Warner Bros. Circuit, 1933. Also accompanist for Victor Recordings.

ANDERSON, GWENDOLYN. Actress, WHO, Des Moines. (R) various local shows including Kentucky Winners program, 1937. (L) Kendall Community Playhouse, 1936. (P) student.

ANDERSON, HARRIS A. Spanish guitarist, WROK, Rockford. (R) since 1936; various local shows on this station and WLS, Chicago.

ANDERSON, JEAN & SWIFT, ALLISON. Writers, announcers, CHAB, Saskatchewan. (R) since 1935; local shows. (P) secretary, stenographer.

ANDERSON, LA VETA. Entertainer, KOA, Denver. (R) since 1935; various local shows including Ford Rangers (Ford Motor Co.), 1935-36. (V) Weaver Bros. & Elviry, 1935. (P) clerk.

ANDERSON, LILLIAN. Singer, WICC, Bridgeport. (R) since 1934; local shows. (L) Theatre in the Woods productions, 1936. (P) stenographer.

ANDERSON, RICHARD H. Announcer, actor, WHO, Des Moines. (R) since 1935; local shows. (P) college.

ANDERSON, SIDNEY. Script writer, comedian, director, producer, actor, KFNF, Shenandoah. (R) since 1929; local shows. (V) independent bookings, 1924-25; The 3 Anderson Brothers, 1926-29; Spec & Etty, all circuits.

ANDRE, LOLA. Commentator, philosopher, WRNJ, Racine. (R) since 1936; local shows. (L) Little Theatre Guild; The Wisconsin Players. (P) stylist, buyer.

ANDREWS, GENEVRA. Continuity writer, KUOA, Siloam Springs. (R) various local shows on this station and KTUL, KVOO, Tulsa; WMAQ, Chicago. (P) teacher.

ANDREWS, MRS. FRANK. Actress, KUOA, Siloam Springs. (R) various local shows on this station and KVOO, KTUL, Tulsa; WMAQ, Chicago. (P) teacher—dramatic art, scientific speech correction.

ANDREWS, ROBERT. Writer for H. N. Swanson, Inc., program producers.

ANDREWS, TED. Sports commentator, KWKH-KTBS, Shreveport. (R) since 1934; various programs, including football games (Skelly Oil), 1934-35; hockey games (Coca Cola), 1934-35-36; baseball games (General Mills), 1937.

ANDREWS, WILLIAM. Announcer, KPO-KGO, San Francisco. (R) various shows including One Man's Family (Tenderleaf Tea), 1935 to date.

ANGELL, J. HERBERT. Announcer, KQV, Pittsburgh. (R) since 1932; various local shows on this station and WJAS, Pittsburgh. (P) mechanical engineer.

ANTHONY, ALLEN C. Announcer, KWK, St. Louis. (R) since 1933; local shows including programs for General Baking Co., 1933-34; General Mills, 1936-37; Dodge Motors, 1936-37. (P) student.

ARCHIBALD, GORDON. Announcer, pianist, CKGB, Timmins, Ontario. (R) since 1927; various shows on this station and CFRB, Toronto, Ont.; CJKL, Kirkland Lake, Ont.; WLS, Chicago, including Eventide Echoes (Alka-Seltzer).

ARD, JAMES. Musician, WFAA, Dallas. (R) since 1935; local shows, including Dr. Pepper program, 1935-37.

ARDEN, EVE. Network comedienne. (R) Laugh with Ken Murray (Rinso and Lifebuoy).

ARDEN, VICTOR. Network orchestra leader. (R) El Toro Week-End Revue, 1932; Melody Matinee; Follies de Paree; Broadway Varieties; American Album of Familiar Music. (L) Lady Be Good; Funny Face; Spring Is Here.

ARENA, MRS. FRANK. Pianist, WWL, New Orleans. (R) since 1931; local shows. (L) musical comedy. (V) black and white act.

ARENSTEIN, MICHAEL. Cellist, KGW-KEX, Portland. (R) various local shows including Standard Oil Symphony Broadcasts. Member of Portland Symphony String Quartet.

ARGUETTE, CLIFF. Network actor. (R) Edgar Guest in Welcome Valley (Household Finance).

ARIZONA SLIM (RICHARD DRESSLES). Guitarist, singer, WSPD, Toledo. (R) since 1933; local shows. (V) Yodeling Cowboy with various revues.

ARLINGTON, CHARLES G. Announcer, producer, writer, KYW, Philadelphia. (R) since 1935; local shows on this station and WGST, Atlanta, including Richard Hudnut Varieties, 1937.

ARLITT, CORINNE. Pianist, accordionist, singer, KONO, San Antonio. (R) since 1935; local shows. (V) night club and floor show engagements.

ARMBRUSTER, ROBERT. Network conductor, musical director. (R) Lux Theatre of the Air; Gladys Swarthout-Frank Chapman Program, NBC; Coronet Magazine Program, NBC.

ARMOUR, WANDA. Pianist, harpist, organist, KRNR, Roseburg. (R) since 1930; local shows. (V) 1917; organist for several theatres. (P) piano teacher.

ARMSTRONG, BERNIE. Organist, KDKA, Pittsburgh. (R) various local shows. Theatre organist, 8 years.

ARMSTRONG, DALE. Actor, writer, KFAC, Los Angeles. (R) various local shows and newscasts. (F) Wake Up and Live (20th Century-Fox), 1937;

Artists & Models (Paramount), 1937; others. (P) newspaperman.

ARMSTRONG, LOUIS. Network orchestra leader. (R) Harlem Revue (Fleischmann Yeast for Health). (V).

ARNALL, CURTIS. Network actor. (R) Pepper Young's Family (P. & G., Camay Soap).

ARNOLD, GENE. Network entertainer. (R) Fitch Jingle Show (Fitch Shampoo).

ARNOLD, KAY & BUDDY. Harmony duet, WMCA, New York. (R) various shows on this station and WNEW, New York. (P) college.

ARNOLD, RHODA. Network soprano. (R) Invisible Microphone (Ruppert Beer); Hammerstein Music Hall of the Air (American Home Products); programs for Chrysler, Buick, Life Savers.

ARONOW, JOE. Singer, actor, WHO, Des Moines. (R) local shows. (P) school.

ARRICK, GARNETTE. Harpist, pianist, KSO, Des Moines. (R) local shows. (V) soloist and orchestra player, Chautauqua Circuit.

ARRIGA, ARNO. Musical director, WBNX, New York. (R) since 1926; Socony Hour (NBC), 1928; also various local shows including Crosley Hour, 1926-27; Consolidated Edison Co. program, 1937. Formerly played with Philharmonic Symphony Society.

ARTHUR, ALLEN W. Entertainer, WWVA, Wheeling. (R) since 1933; local shows including Fels Naptha, Willard Tablets, Olson Rug programs. (F) short, 1936. (V) 1933-34; 1934-37. (P) upholsterer.

ARTHUR, ANN. Actress, home economics commentator, KFI-KECA, Los Angeles. (R) since 1935; local shows including Happy Kitchen of the Air (Westinghouse), 1935; Happy Kitchen (Franco Baking Co.), 1936. (F) historical pictures (State Historical Picture Corp.), 1916-17.

ARTHUR, BOB. Announcer, WTAM, Cleveland. (R) various local shows on this station and WABC, WINS, WMCA, New York.

ARTHUR, JACK. Network master of ceremonies, baritone. (R) various shows including Johnny Hart (Standard Oil), 1932; Five Star Theatre (Standard Oil), 1933; Ziegfeld Follies of the Air (Palmolive), 1936; Vim Radio Stores programs, 1936-37. (L) What Price Glory; Deep River; Follow Through; Ziegfeld Follies. (V) Singing single.

ARTZ, WILLIAM. Network musical director. (R) since 1931; programs include Hinds Cream series, 1933; Quaker Oats program, 1934; Ward Baking Co. program, 1934; House of Glass (Colgate), 1935; Evening in Paris (Bourjois); Royal Gelatin show with Willie and Eugene Howard (Standard Brands); Myrt & Marge (Colgate-Palmolive-Peet), 1937. (L) musical contractor for Lee & J. J. Shubert, 1920-27. (V) director of Rose-Room Orchestra, Waldorf-Astoria.

ASCOT, RITA. Network actress (ingenue and dialects). (R) since 1934; Alka-Seltzer Program, NBC, 1936; History in the Making (Evans Fur Co.), CBS, 1936; Oxydol's Own Ma Perkins (Procter & Gamble), NBC, 1937; others. (L) stock. (P) student.

ASH, WALTER STEWART. Organist, announcer, technician, KOIN, Portland. (R) since 1932; local shows. (P) student.

ASHKENAZY, IRVIN. Writer. (R) Literature Series (Shakespeare plays, for American School of the Air).

ASPINWALL, HUGH. Network singer, writer, actor, director. (R) since 1925; various shows including Lone Wolf Tribe (Wrigley's), 1933; Myrt & Marge (Wrigley's Chewing Gum Co.), 1933; The Weavers (Olson Rug Co.), 1934-37; Gloria Dale (General Mills), 1935. (P) florist.

ASTAIRE, FRED. Network actor. (R) the Packard Hour starring Fred Astaire (Packard Motors). (F) Dancing Lady (MGM), 1933; The Gay Divorce (RKO), 1934; Roberta (RKO), 1935; Top Hat (RKO), 1935; Follow the Fleet (RKO), 1936; others. (L) The Gay Divorcee; The Bandwagon; Smiles; others. (V) vaudeville and night clubs.

ATWOOD, RUDOLF. Network actor. (R) Goose Creek Parson (Super Suds).

AUERBACH, ARTIE. Network actor, comedian. (R) Phil Baker's show (Good Gulf Gasoline).

AUGUSTINE, LOUIS. Violinist, KANS, Wichita. (R) since 1931; local shows on this station and WGN, Chicago. (V) theatre director, 1928-31. Tours with Chicago Symphony.

AUGUSTINE, MRS. LOUIS. Cellist, KANS, Wichita. (L) Pirates of Penzance, 1936; Cavalleria Rusticana.

AUKERMANN, EMERSON LOWELL. Singer, trombonist, WWVA, Wheeling. (R) local show, 1937. (P) YMCA instructor.

AUNT JEMINA. Network singer. (R)

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since 1932; various shows including Jad Salts program, 1932-33; Rudy Vallee program, 1935; Bisodol program, 1935; Hammerstein Music Hall of the Air, 1936-37. (F) Stand Up and Cheer (Fox). (L) George White's Scandals, 1921-22; Show Boat, 1927-32. (V) 1922-27 and 1932-37, including night club engagements. Real name: Tess Gardell.

AUSTIN, CHARLES DUDLEY. Bass fiddler, harmonica player, KMOX, St. Louis. (R) since 1935; local shows including Peruna Mountain Minstrels, 1935.

AUSTIN, DON. Announcer, producer, actor, KGW-KEX, Portland. (R) since 1930; local shows.

AUSTIN, DON. Singer, banjo, guitar player (Oklahoma Outlaws), WHO, Des Moines. (R) since 1934; local show. (F) Rootin' Tootin' Rhythm (Republic), 1937.

AUSTIN, EDWARD ("SHUCKS"). Entertainer, KMOX, St. Louis. (R) Ozark Melodies program, CBS, 1935-36; local shows including programs for United Remedies, 1934-37; Olson Rug Co., 1935; Falstaff Brewing Co., 1936. (V) Ozark Mountaineers, 1935.

AUSTIN, HERBERT. Announcer, KYW, Philadelphia. (R) since 1936; local shows including Abbotts Dairies program, 1936-37. (F) commercials. (V) 1930-31. (P) banker, advertiser.

AUSTIN, LOIS. Actress, KPO-KGO, San Francisco. (R) various shows including Death Valley Days (Pacific Coast Borax); Sperry Sunday Special (Sperry Flour Co.); Hawthorne House (Wesson Oil). (L) stock.

AUSTIN, WILLIAM. Accompanist (Songfellows Quartet), WHO, Des Moines. (R) since 1936; local shows including Curtis Candy program, 1937.

AUTHIER, LEE. Pianist, orchestra leader, WSPR, Springfield. (R) various local shows. Pianist at Embassy Club, 4 years.

AVERY, CATHERINE. Singer, WSJS, Winston-Salem. (R) since 1936; local shows.

B

BABCOCK, JIM. Network entertainer. (R) Log Cabin Dude Ranch (General Foods, Log Cabin Syrup).

BABINGTON, STANLEY. News editor and commentator, WSPD, Toledo. (R) since 1929; various local shows on this station and WINS, New York; WJW, Akron; WHK, Cleveland.

BACHELORS, THE. Quartet, WNAC, Boston. (R) since 1932; various shows, including Lucky Strike program, 1932. (L) Dance Parade (with Gilda Grey, George Brent). (V).

BACKUS, GEORGIA. Network actress, writer. (R) Grape Ellis (General Electric); Brave Lady (Gumpert Desserts); Cavalcade of America; The Shadow; Lux Radio Theatre; Wonder Show; True Story Program. (L) Shanghai Gesture; One of the Family; East Side, West Side. (P) college.

BADOLATI, MARIS. Actor, WOV, New York. (R) since 1936; local Italian shows. (F) Parlami d'amore Marvi, 1934; others. (L) since 1917. (V) 1922-24; director, Italian stock co.

BAER, PARLEY. Actor, KSL, Salt Lake City. (R) various local shows.

BAILEY, BILLIE. Network popular singer. (R) since 1933; shows include Heinz Magazine of the Air, 1937; Hammerstein's Music Hall, 1937; also various local shows. (F) short (Paramount), 1936. (P) music teacher.

BAILEY, BOB. Network actor. (R) Mortimer Gooch (William Wrigley, Jr., Co.).

BAILEY, EDWARD. Guitarist, WHK-WJAY, Cleveland. (R) since 1936; local shows including Bernie & the Boys (Pontiak dealers), 1937. (P) bookbinding.

BAILEY, HARRY. Continuity writer, KMOX, St. Louis. (R) since 1934; local shows on this station and WMBH, Joplin; KCMO, Kansas City. (P) newspaper work.

BAILEY, ILOMAY. Network singer. (R) Piano Moods (sustaining show), 1931; Yeast Foamers, 1932; Chase & Sanborn Program, 1933; Household Musical Memory. (V) 1933.

BAILEY, JACK W. Actor, comedian, dialectician, California Radio System. (R) various local shows. (F) Skippy (Mayfair Productions), 1937; Looney Tunes, 1937. (L) Irene, 1925.

BAILEY, LORU. Singer, KOA, Denver. (R) since 1935; local shows on this station and WDAF, KMBC, WHB, Kansas City; Ranger Revue (Ford Motor Co.), 1935-36. (V) Weaver Bros. & Elviry, 1933-35.

BAILEY, RUTH. Network actress. (R) Rich Man's Darling (Kolynos Tooth Paste), 1935-36; Molly of the Movies Ovaltine), 1936; Mortimer Gooch (Wrigley Chewing Gum), 1936; Girl Alone (Kellogg Co.), 1937; Hope Alden's Romance (Purity Bakers), 1937. (L) The Adding Machine, 1928; stock, 1930-31, 1933-34. (P) model for commercial photography.

BAINBRIDGE, ELVA. Singer, WROK, Rockford. (R) since 1934; various local commercial and sustaining shows. (P) office work.

BAKER, ANN. Singer, pianist, KXBY, Kansas City. (R) local shows.

BAKER, DON M. Announcer, actor, WMBC, Detroit. (R) since 1936; various local shows on this station and WJR, Detroit, including Sport Parade (San Felice Cigars), 1936. (L) Artisan Guild Players of Detroit, 1936. (P) teacher.

BAKER, GENE. Singer, production manager, KIRO, Seattle. (R) since 1932; Socony Oil program, CBS, 1935; also various local shows on this station and KOIN, Portland, including programs for Beneficial Loan Co., 1932-34. (P) student, railroad work.

BAKER, JANET. Singer, WHK-WJAY, Cleveland. (R) since 1936; local show. (V) personal appearances, Great Lakes Exposition, 1936.

BAKER, JEFF. Announcer, WTAR, Norfolk. (R) since 1934; local shows including Bond Bread Singer (General Baking), 1934-35; Kellogg Variety Show (Kellogg Co.), 1936. (P) accountant.

BAKER, JOAN. Network actress. (R) Renfrew of the Mounted (Continental Baking Co.).

BAKER, JUNE. Home management program, WGN, Chicago. (R) various local shows, including programs for Canada Dry Ginger Ale, Silver Dust, Gold Dust, Ruud Hot Water Heaters.

BAKER, KENNY. Network singer, actor. (R) Jack Benny program (Jello). (F) King of Burlesque (20th Century-Fox), 1936; Turn Off the Moon.

BAKER, PHIL. Network comedian. (R) programs for Armour Co. and Good Gulf Gasoline. (F) Goldwyn Follies. (L) Flo Ziegfeld Shows; Sam Harris Music Box; Shubert Shows. (V) appearances alone and with Ben Bernie. (P) office boy.

BAKER, POLLY D. Women's programs, actress, WTAM, Cleveland. (R) various local shows on this station and WHBC, Canton; WJW, WADC, Akron; WQAM, Miami. (F) commercials. (L) Greenwich Village Players, 1934. (P) production manager, General Broadcasting Co.

BALDWIN, BILL. Announcer, WOW, Omaha, Nebr. (R) since 1933; various local shows. (V) Own act, Billy Baldwin & Co., 1933-35. M.C. for National Walkathon Assn., 1933-35.

BALDWIN, BILLY C. Announcer, pianist, singer, Iowa Broadcasting Co. (R) since 1935; various shows. (V) 1929-37. (P) student.

BALDWIN, J. GORDON. Musical director, organist, pianist, accordionist, WHEC, Rochester. (R) since 1934; local shows including Koolmotor Amateurs, 1935.

BALLANTINE, ROBERT. Guitar, harmonica player, WHO, Des Moines. (R) since 1929; shows include National Barn Dance (Alka-Seltzer), 1929-35; Puroil Pepsters, 1935-36; Sinclair Minstrels, 1936. (P) school.

BALLARD, PAT (FRANCIS DRAKE BALLARD). Network writer. (R) Chesterfield program, 1934; material for Kay Thompson, Lucky Strike; Fred Waring, Ford; Ben Bernie, Pabst Blue Ribbon Beer; Lennie Hayton, Socony-Vacuum, 1935-37. (L) Rah Rah Daze, 1930 (book lyrics and music, with Fred Waring); So Beats My Heart for You—song for Passing Show, 1930. (V) Earl Fuller's Orchestra, 1922-23. (P) advertising writer.

BALLOU, DICK. Network orchestra leader. (R) Quality Twins (Knox Gelatine).

BARBER, WILLIS W. Singer (quartet), KPO-KGO, San Francisco. (R) since 1932; various shows, including programs for Wesson Oil Co., 1932; Signal Oil Co.,

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1937. (L) Crosscut Show, 1934-35. (V) Southern Harmony Four, 1932-37. (P) electrical work.

BARKER, JOSEPH HALBERT. Entertainer, WHJB, Greensburg. (R) since 1934; various local shows on this station and WMMN, Fairmont.

BARKER, ROBERT L. Announcer, producer, script writer, WSBT-WFAM, South Bend. (R) since 1936; announcer for first Ted Husing Sport Flashes (Atlantic Refining), CBS; also various local shows. (V) amateur contest groups. (P) cashier, bookkeeper.

BARKER, VIRGINIA F. Singer, KSL, Salt Lake City. (R) since 1929; various local shows. (L) Salt Lake City Civic Operas.

BARKLIE, LUCILLE. Network actress. (R) General Mills program.

BARLOW, HAMPTON. Singer, KSL, Salt Lake City. (R) since 1936.

BARLOW, HOWARD. Network conductor. (R) March of Time (Remington Rand); programs for Philco, Plymouth, World Peaceways, La Polina, Listerine; others. (L) Grand Street Follies, 1924-26; others.

BARNACLE BILL (ROY SHELLEY). Singer, ukelele player, M.C. WMCA, New York. (R) since 1933; local shows, including programs for Adam Hats, Borden's Milk. (P) fancy diver.

BARNES, AMANDA H. Actress, writer, WWL, New Orleans. (R) since 1932, including original script, Just Home Folks, sponsored by Pittsburgh Glass, 1934; Hinds Honey and Almond Cream, 1935-36. (P) dramatic head at high schools, colleges.

BARNES, FORREST. Writer for American Radio Features, program producers.

BARNES, PAT. Network commentator, announcer. (R) Lombardo Land; National Farm Hour; Pat Barnes' Tasty-east program; P. & G. program for Dreft; others. (L) A Buck on Leave. (P) tree surgeon.

BARNET, CHARLIE. Network orchestra leader. (R) National Motor Boat Show. Is also Victor recording artist.

BARNETT, SANFORD H. Network writer. (R) various shows, including Bakers Broadcast (Standard Brands), 1935-36; Lux Radio Theatre (Lever Bros.), started 1936. (P) newspaper reporter, advertising copy writer.

BARNEY, MARION. Network actress. (R) Pepper Young's Family (P. & G. for Camay Soap).

BARRET, MAURICE. Director, producer, author, actor, WHN, New York. (R) since 1929; NBC shows, Rise of the Goldbergs, 1929; Death Valley Days (Pacific Coast Borax), 1932; Gibson Family (Colgate-Peet), 1933; Potash & Perlmutter (Feenamint), 1934; CBS show, Gem Highlights (Gem Razors), 1934. (F) director, author, Warner Bros. and Columbia. (L) 28 years on Broadway and the road. (V) Maurice Barret & Co.

BARRETT, EDWIN G. Director, announcer, Iowa Broadcasting Co. (R) Uncle Bill Reads the Funnies, 1933-37. (P) Drake University business manager.

BARRETT, PAT (UNCLE EZRA). Comedian, WLS, Chicago. (R) various shows, including WLS National Barn Dance (Alka-Seltzer), NBC, 1933; Station EZRA (Alka-Seltzer), WMAQ. (V) 1907-31. (P) architect.

BARRETT, PHIL. Singer, WPG, Atlantic City.

BARRETT, RAY. Announcer, actor, dialectician, WDRC, Hartford. (R) various local shows on this station and WBNX, New York, including programs for Coca-Cola, Philco, Borden Milk Co. (L) stock. (V) Nut Stuff, 1927; Barbarians, 1929.

BARRON, ROBERT. Network actor. (R) The Story of Mary Marlin (P. & G., for Ivory Soap).

BARRY, CHARLES C. Announcer, sports commentator, WRC, Washington. (L) stock, 1935-36; Washington Civic Theatre, 1936-37. (P) advertising copy writer

BARRY, JACK. Announcer, WIP, Philadelphia. (R) various local shows. (V) M.C. for various units through Eastern States.

BARRIE, GRACIE. Network blues singer. (R) programs for Pabst Blue Ribbon Beer, 1935; Bromo-Seltzer, 1935; American Can, 1936; Hammerstein's Music Hall, 1936. (L) Strike Me Pink, 1933; George White's Scandals, 1935 and '36; The Show Is On. (V) coast to coast, 1933-37.

BARRYMORE, ETHEL. Network actress. (R) Famous Actors Guild presents Ethel Barrymore (Bayer Aspirin); numerous guest appearances. (F) Rasputin and the Empress, 1932. (L) The Rivals, Declasse, The Love Duel, and many others.

BARSI, DANTI. Musician, director, KSFO, San Francisco. (R) since 1925; Chili Peppers (Don Lee Network), 1930-32; various shows on this station and KHJ, KNX, Los Angeles; KFRC, San Francisco. (P) accordion teacher.

BARTELL, JAMES. Singer, WLTH, New York. (R) local shows.

BARTH, RUTH MARGARET. Actress, KMBC, Kansas City. (R) since 1933;

local shows, including Red Horse Ranch (Socony Vacuum Oil), 1933-34; True Dog Stories (Red Heart), 1935-37; Gossip Club (General Electric), 1936-37. (L) Woodward Players, 1932. (P) student.

BARTLETT, RICHARD. Announcer, WBBZ, Ponca City. (R) local shows. (L) Little Theatre productions. (P) Barnsdall Refining Corp.

BARTON, CRAIG. Coach, arranger, accompanist, WFAA, Dallas. (R) since 1935; local shows, including programs for Greyhound Bus, Hinds Honey & Almond, White Swan Coffee, 1935.

BARTON, EILEEN. Network singer, comedienne (juvenile). (R) Rudy Vallee Hour (Fleischmann Yeast); Eddie Cantor program (Pebeco Tooth Paste), Jolly Gillette on Milton Berle program (Gillette). (F) shorts (Columbia). (V).

BARTON, HOWARD. Writer, producer, WTAM, Cleveland. (R) since 1930; various local shows.

BARUCH, ANDRE. Network announcer, commentator, master of ceremonies. (R) Your Hit Parade (Lucky Strike Cigarettes); Evening in Paris; Bobby Benson; Tomorrow's News Tonight (Liberty Magazine); Just Plain Bill; other shows for Bond Bread, Ford Motor Co., Ward Baking Co. (F) shorts (Paramount & Warner). (V) 1931-1932. (P) illustrator.

BASCH, FRANKIE (FAITH FORTUNE). Interviewer, master of ceremonies, advice to the lovelorn, news commentator, WMCA, New York. (R) various local shows, including Canadian Fur Trappers (I. J. Fox). (P) advertising.

BASON, HARRY E. Musical director, WIRE, Indianapolis. (R) since 1932; various local shows. (V) 1922-31, B. F. Keith, Marcus Loew, International Booking Office, Laskey Piano Themes.

BASS, FRED C. Program director, orchestra leader, pianist, CKWX, Vancouver, B. C. (R) since 1930; various local shows. (L) own stock company, 1921-22; lead, Romance of Vancouver, 1936.

BATTERSEA, W. WESLEY. Production manager, announcer, KLZ, Denver. (R) since 1934; local shows. (L) Zanzal, 1930; Dinner at Eight, 1931; Double Door, 1932; others.

BAUGHMAN, ELMER. Announcer, actor, WCKY, Cincinnati. (R) local shows on this station and WLW, Cincinnati, including Life of Mary Southern (Hinds Honey & Almond Cream), 1935; Famous Jury Trials (Mennen Products Co.), 1936; True Detective Mysteries (True Detective Magazine), 1936; Pinex Postoffice (Pinex Cough Syrup), 1936; Dodge Show Down Review (Dodge Bros.), 1936. (L) Shakespearean Repertory. (P) salesman.

BAUGH, EUGENE. Musical director, WBAP, Fort Worth. (R) since 1930; local shows, including Jewel Gems (Swift & Co.), 1933-34; Cosden Oil program, 1937. Formerly with various orchestras, including Fort Worth Symphony, Dallas Symphony.

BAUGHN, EDWARD. Announcer, continuity writer, WJMS, Ironwood. (R) various local shows.

BAULA, ROGER. Announcer, CKAC, Montreal, Que. (R) since 1936; local shows, including Weston's Biscuit program, 1937. (P) newspaper man.

BAUM, CLAIRE. Network actress. (R) Mortimer Gooch (William Wrigley, Jr., Co.).

BAUMEL, EDDIE. Pianist, organist, musical director, announcer, continuity writer, KGNC, Amarillo. (R) since 1927; local shows, including Kelvinator program, 1937.

BAUMGARTEN, BERT W. Pianist, arranger, KWK, St. Louis. (R) since 1930; local shows on this station and KSD, KMOX, St. Louis. (V) 1932-34. (P) railroad clerk.

BAXTER, BEE. Conductor of women's programs, KSTP, Minneapolis. (R) since 1930; various local shows on this station and WOW, Omaha; KSOO, Sioux Falls.

BAXTER, LEO. Announcer, musician, WBOW, Terre Haute. (R) local shows, orchestra leader, vaudeville and films.

BAXTER, TOM. Network actor. (R) Goose Creek Parson (Super Suds).

BAY, VICTOR. Network conductor. (R) March of Time (Time Magazine), 1935, 1936; sustaining CBS programs since 1935. (L) conducted Cleveland Symphony Orchestra, August, 1936. Formerly violinist with Pavlova, and with the Philadelphia Orchestra.

BAYEK, E. GILBERT. Announcer, WDRC, Hartford. (R) since 1936; various shows, including The Musical Journey (Sears-Roebuck), 1936. Formerly trumpeter with several recording bands.

BAYLOR, DAVID M. Announcer, WGAR, Cleveland. (R) since 1933; local shows on this station and WJW, Akron. (L) The Surgeon, 1932; stock, 1932. (P) school.

BAYLOR, SHIRLEY. Actress, WGAR, Cleveland. (R) since 1934; local shows on this station and WCAE, Pittsburgh. (P) student.

BEACH, LEWIS. Writer. (R) Joseph and His Brethren.

BEAL, WILLIAM G. Announcer, KDKA, Pittsburgh. (R) since 1935; various local shows. (P) college.

BEARSON, LAWRENCE. Actor, script writer, WMEX, Boston. (R) since 1933; various sustaining shows. (L) Stevedore, with New Theatre Group.

BEASLEY, ELIZABETH IRENE. Network singer, writer, announcer. (R) Ward's Tip Top Club (Ward Baking Co.), 1930; Old Dutch Girl (Old Dutch Cleanser), 1930-32; Burn's Panatella program, 1931; Sport Slants (Mennen), 1932; The Armour program, 1934; Du Pont program, 1936-37; Life Savers program, 1936; guest appearances, Frank Parker's program (Atlantic Refining), 1935. (L) Thumbs Up, 1935. (V) since 1932; night club engagements.

BEAVERS, WILLIAM W. Chief announcer, WCOL, Columbus. (R) since 1929; local shows. (L) stock, 1922-23; Brandon Evans Players, 1924-25; Gilbert & Sullivan operettas with Independent and Franklin Players. (P) student.

BECK, JACKSON. Actor, producer, announcer, WMCA, New York. (R) various shows on this station and WHN, New York, including Unsung Champions (Tastyeast); Death Valley Days (Pacific Coast Borax); Five Star Final (Remington Rand). (F) voice double for Frederick March, Joel McCrea, Basil Sydney.

BECKER, FRED. Announcer, KRKO, Everett. (R) since 1935; local show. (P) aviation; newspaper advertising.

BECKER, PHILIP. Announcer, WTIC, Hartford. (R) since 1934; local shows, including Venida Hair Net, 1934; Kremel Dessert, 1934; New England Pure Food Institute programs, 1934-35. (P) brokerage houses.

BELOIN, ED. Network writer. (R) shows for Jack Benny (with Bill Morrow). (F) Paramount productions.

BEDNARCZYK, ANTONI. Polish actor, opera singer, WSBC, Chicago. (R) various local shows. (L) dramatic and operatic parts on Polish stage in city-owned theatres; similar appearances on the American stage.

BERNARCZYK, HELEN. Polish actress, writer, WSBC, Chicago. (R) various local shows. (L) dramatic parts on the Polish and American stage, from 1910 to date.

BEDROSSIAN, ZABELLE. Singer, shoppers' service, WSPR, Springfield. (R) since 1936; local shows.

BEETLE (WARD WILSON). Network comedian. (R) Beetle, of Bottle and Beetle on Phil Baker's program (Good Gulf Gasoline). (See: Ward Wilson).

BEGLEY, EDWARD. Character actor, WTIC, Hartford. (R) since 1931; local shows, including Slumber Hour (Travelers Insurance Co.), 1931-37; Melody Moments (Gulden's Mustard), 1934. (V) The Four High Hatters, 1929. (P) theatre manager.

BEHAN, JOHN E. Singer, organist, pianist, WHO, Des Moines. (R) local shows, including programs for Phillips Petroleum, Morton Salt, Benjamin Moore Paint Co., Acme Paint Co. (F) Warner Bros., Paramount, RKO and First National productions, including The Desert Song, Mammy, Big Boy, Rio Rita, Vagabond King.

BEHRENS, JERRY. Singer, KWK, St. Louis. (R) since 1933; local shows on this station and WWL, New Orleans; WCKY, Cincinnati; network show, Household Finance program, NBC. (V) 10 years, various circuits. (P) electrician.

BELASCO, LEON. Network orchestra leader. (R) programs for Woodbury Soap, 1932-33; Oldsmobile, 1933; Armour & Co., 1934-35. (F) shorts (Warner Bros., 1932; Paramount, 1934). (V) Leon Belasco and his Orchestra, 1932-35; hotel and night club engagements.

BELFI, CHARLES L. Studio director, KABC, San Antonio. (R) since 1930; local shows on this station and KFUL, Galveston; KFJF, KOMA, Oklahoma City; KTSA, San Antonio; KFDM, Beaumont; including Montgomery Ward program, 1936. (V) night club m.c., 1932-33.

BELICZA, ANNA. Singer, WMCA, New York. (R) various sustaining shows. (P) teacher.

BELL, GLADYS. Pianist, KROC, Rochester. (R) various local shows. (L) stock, 1927-37. (V) Show Boat Players; girls' dance band.

BELL, HUGH. Actor, WFAA, Dallas. (R) since 1935; various local shows, including Aladdin Lamp Co. program, 1935-36. (L) Little Theatre productions, 12 years.

BELL, JOSEPH. Network actor, director, announcer. (R) 20,000 Years in Sing Sing (Sloan's Liniment); Uncle Jim's Question Bee (George Washington Coffee); others.

BELL, JACK. Singer, WCMI, Ashland. (R) since 1932; local shows, including Broadcast Corned Beef Hash program (Illinois Meat Co.), 1932. (V) 1920-31.

BELL, MERI. Network entertainer. (R) Five-Star Revue (Karo Syrup and Linit).

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And

Mary Livingstone

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BELLES, HAROLD E. Member male quartet, WJR, Detroit. (R) since 1933; local shows, including Goebel Brewing program, 1933-34; Household Finance Musical Clock, 1935-36. (F) commercials. (P) salesman.

BELT, RICHARD EARL. Announcer, WBNS, Columbus. (R) since 1935; local shows on this station and KRNT, Des Moines; WSMK, Dayton. (P) student.

BENANDER, KATHRYN W. Pianist, WMC, Memphis. (R) since 1934; various local shows.

BENANDER, MILTON M. Production manager, WNBR, Memphis. (R) since 1934; local shows.

BENAVIE, SAMUEL J. Musical director, WJR, Detroit. (F) educationals, commercials. Musical director, Fisher and Capitol Theatres.

BENCHOFF, VIVIAN. Singer, WOC, Davenport. (R) since 1936; local shows.

BENDON, FLORENCE. Singer, style reporter, WFIL, Philadelphia. (R) since 1935; local shows on this station and WPEN, Philadelphia. (P) secretary.

BENNETT, CAROL. Commentator, KYW, Philadelphia. (L) Countess Maritza, 1928; concert violinist and singer, 1922-27.

BENNETT, DONN. Dramatic director, WNBF, Binghamton. (R) since 1930; local shows on this station and KDKA, Pittsburgh. (L) stock, 1932-34; Three-Cornered Moon, 1933. (V) personal appearance tour, 1934.

BENNETT, DOROTHY. Dramatic actress, WOW, Omaha. (R) since 1936; various local shows on this station and KOIL, Omaha. (L) Her Husband's Wife, 1931; Smilin' Thru, 1933; Ladies of the Jury, 1937; others.

BENNETT, FRED (FREDERICK O. BENNIGNUS). Newscaster, WCOL, Columbus. (R) since 1934; various local shows. (P) college.

BENNETT, HAROLD. Actor, announcer, WHBQ, Memphis. (R) since 1936; various local shows, including The Job Clinic, 1937. (P) salesman.

BENNETT, HIPPIE. Musician, KGNC, Amarillo. (R) local show, 1937. (F) Pirate Party of Avalon. (V) Walt Wood's Melody Makers, 1924-25; Buddy Rogers, 1935. (P) mechanic.

BENNETT, LOIS. Network entertainer. (R) Waltz Time (Phillips Milk of Magnesia).

BENNETT, LUCILLE. Singer, KMOX, St. Louis. (R) since 1932; local shows on this station and WIL, St. Louis. (V) 1935.

BENNETT, RAINE. M.C., commentator, KFI-KECA, Los Angeles. (R) producer for several NBC and CBS shows; also various local shows. (F) lead in The Raven (Universal), 1936. (P) publisher, newspaper feature writer.

BENNING, WILLIAM J. Musical director, WTMJ, Milwaukee. (R) since 1928; local shows. (L) musical comedy, tabloids, 1915-18. (V) 1912-27.

BENNY, JACK. Network comedian. (R) Canada Dry Beverages, 1932; Chevrolet program; Jello Show, since 1934. (F) Hollywood Review (MGM), 1929; The Road Show (MGM); The Medicine Man, 1930; The Big Broadcast of 1937; others. (L) Earl Carroll's Vanities; Shubert Revues. (V).

BENSON, FRAN & FRANCES. Harmony team, WMCA, New York. (R) various shows, including Fran & Frances (Crazy Water Crystals, 1934; Sears-Roebuck, 1935). (P) college.

BENTLEY, ROBERT. Program director, WCPO, Cincinnati. (R) since 1933; various local shows. (F) Orphans of the Storm (D. W. Griffith); Lovers Leap (Gregory La Cava); The Soul Call (Pate). (L) stock leading man. (P) school.

BERCH, JACK. Network singer, actor. (R) Knox Gelatine program; Delv program; Jack Berch and His Boys (Fels Naptha Soap).

BERCOVITZ, ABE. Musical director, violinist, KGW-KEX, Portland. (R) since 1924; local shows. Paramount Theatre Orchestra.

BERENTSEN, RUTH. Actress, WHEC, Rochester. (R) local show, Queen of the Genesee (Standard Oil Co.), 1936. (L) stock, 1927-33.

BERG, GERTRUDE. Network script writer, producer, actress. (R) The Goldbergs (Super Suds, Colgate Dental Powder); House of Glass (Colgate-Palmolive-Peet).

BERGEN, EDGAR. Network (NBC) ventriloquist. (R) Rudy Vallee program (Royal Gelatin), 1936-37; Chase & Sanborn Hour, NBC. (F). (V).

BERGGREN, ROXANE R. Actress, WHO, Des Moines. (R) local shows, including Kentucky Winners (Penn Tobacco Co.), 1937. (P) stenographer.

BERGMAN, ALBERT G. Educational program, KFI-KECA, Los Angeles. (R) since 1933; local show, Law in Every-Day Life.

BERGMAN, ERNEST E. Musician, WOW, Omaha, Nebr. (R) since 1934; various local shows on this station and KFAB, KOIL, KFOR.

EDGAR BERGEN and CHARLEY McCARTHY



NBC—CHASE AND SANBORN HOUR

With deep appreciation to that great artist and my friend, Rudy Vallee, and to the J. Walter Thompson Company, who made my present program possible.

BERGMAN, TEDDY. Network comedian, dialectician, dramatic actor. (R) True Detective Mysteries (True Detective Magazine); Joe Palooka; Penthouse Party; NTG & His Girls (Bromo-Seltzer), 1935. (L) five years on dramatic stage.

BERGMAN, VIRGINIA. Pianist, organist, WOW, Omaha. (R) since 1934; various local shows. Organist, Omaha Orpheum Theatre.

BERGSTROM, ARTHUR. Actor, reader, WTIC, Hartford. (R) various local shows. (L) stock, 1930-31. (P) salesman.

BERLE, MILTON. Network comedian. (R) Ziegfeld Follies of the Air, 1936; Gillette Community Sing; other programs for Old Gold, 1933; Fleischmann Yeast, 1933-35; Shell Oil, 1935. (F) New Faces of 1937 (RKO). (L) Earl Carroll Vanities; Saluta; Ziegfeld Follies; Life Begins at 8:40. (V) Melody of Youth, 1917-19; Florodora Sextet, 1920; Kennedy & Berle, 1921-24; single act, 1924 to date.

BERMAN, HARRY. Violinist, conductor, WICC, Bridgeport. (R) since 1934; local shows. (L) 1930-33.

BERNARD, DON. Writer for H. N. Swanson, Inc., program producers.

BERNARD, JOSEPH F. Singer, WBZ-WBZA, Boston. (R) since 1934; local shows. (V) 1934-37. (P) aviator, flying instructor.

BERNIE, BEN. Network orchestra leader. (R) Pabst Blue Ribbon Malt program, 1931-35; American Can Co. presents Ben Bernie, 1936-37; Mennen Powder program. (F) Stolen Harmony (Paramount); Shoot the Works (Paramount); Wake Up and Live (Twentieth Century-Fox), 1937. (V) appearances on all circuits.

BERRENS, FRED. Sustaining shows.

BERRIGAN, BUNNY. Network orchestra leader. (R) Fun in Swing Time (Admiracion Shampoo).

BERRY, CHARLES. Announcer, continuity writer, WOV, New York. (R) NBC and CBS; Red Davis (Beechnut); Cunard Line Revue; Tito Guizar's Serenade (Brillo Mfg. Co.); also local shows on this station and WMCA, WLWL, New York, including Five Star Final (Remington Rand). (L) Low Bridge, 1933; Uncle Tom's Cabin, 1933. (P) Newspaper work.

BERRY, ED. Pianist, KLO, Ogden. (R) since 1929; local shows on this station and KLZ, Denver, including programs for Sears-Roebuck, Goodrich. Formerly orchestra leader.

BERWIN, BERNICE. Network dramatic actress. (R) Jack & Ethyl (Associated Oil), 1928-31; Memory Lane (General Petroleum Co.), 1930-34; Spotlight Review (Associated Oil Co.), 1931-32; One Man's Family (Tenderleaf Tea), 1932. (L) stock. (P) college.

BESTOR, DON. Network orchestra leader. (R) programs for Nestle's Chocolate, Jello, American Tobacco Co., General Tires. (F) Vitaphone Shorts. (V) RKO Warner, Publix, Loew Theatres. Is also Victor recording artist.

BETNER, IRMA F. Director, KSL, Salt Lake City. (R) since 1929; local shows. (F) Westward Ho, 1929; Message of the Ages, 1931. (L) Poor Little Rich Girl, 1921; John Gabriel Borkman, 1922. (V) The Lamp of Genii, 1924-26; Merry-Go-Round, 1930-35.

BETTS, FRANKLIN. Pianist, organist, continuity writer, announcer, WCHV, Charlottesville. (R) since 1931; various shows on this station and WABC, New York; WGH, Newport News.

BETTS, HAROLD. Singer, pianist, announcer,orchestra leader, WSPD, Toledo. (R) since 1927; local shows on this station and KSTP, WTCN, WCCO, St. Paul; WJR, Detroit; WTAM, Cleveland; has also made transcriptions. (L) stock. (V).

BETTY & BOB (ELIZABETH RELLER, LESTER TREMAYNE). (R) Betty & Bob (General Mills).

BEUHLER, BUDDY. Network entertainer. (R) Twin Stars (National Biscuit Co.).

BIAGINI, YOLANDA. Italian announcer, actress, WSBC, Chicago. (R) local shows on this station and WIND, Gary; WGES, WCFL, WCBD, Chicago. (L) Chicago Italian Theatre.

BICKNELL, JAMES H. Guitarist, singer, WROK, Rockford. (R) various local commercial and sustaining shows. (P) clerk, cabinetmaker.

BIERSTADT, EDWARD. Network writer. (R) since 1927; various shows, including Empire Builders, Historic Trials, The Westinghouse Salute, Realities of Ro-



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From the New York American column, THE LOUDSPEAKER, *by Louis Reid, November, 1931.*

mance, Criminal Parallels, 20,000 Years in Sing Sing with Warden Lawes. Author of following books: Punishment, The Great Betrayal, Satan Was a Man, What Do You Know About Crime?

BIGELOW, WILBUR. Gospel singer, WMEX, Boston. (R) since 1935; various local shows. (L) Malden Civic Opera Company productions, 1930-37. (P) truck driver.

BILL, EMIL N. Singer, announcer, actor, WMBD, Peoria. (R) since 1935; local shows, including Montgomery Ward program, 1936-37. (L) stock. (V) 1905, 1912, 1919-29.

BILLS, MARTIN (BARK W. BILLS). Singer, KYW, Philadelphia. (R) since 1926; local shows on this station and WOWO, Ft. Wayne; WJR, Detroit. (L) Chicago Symphony, 1935. (P) athletic coach.

BINDT, FRANK A. Announcer, KRE, Berkeley. (R) local shows on this station and KGBM, Honolulu. (P) student.

BINFORD, PAT. Singer, M.C., WRVA, Richmond. (R) various local shows, including Corn Cob Pipe Club, 1927-37; Old Timers (Edgeworth Tobacco), 1928-35.

BINGHAM, VIRGIL. Blind pianist, director, arranger, KOA, Denver. (R) since 1929; various local shows on this station and WDAF, WHB, Kansas City; WHO, Des Moines, including Household Harmonizers (Household Finance Co.), 1935; Red and Tag (Chevrolet Motor Co.), 1936.

BIONDI, FERDINAND. Announcer, actor, CKAC, Montreal, Que. (R) local shows, including Sonia Products program, 1937. (L) stock. (P) accountant.

BIRD, EILEEN. Singer, WWL, New Orleans. (R) local shows.

BISHOP, FRED A. Script writer, director, actor, WNAC, Boston. (R) since 1936; local show, Affairs of the Hemingways (Salicon), 1936-37. (L) Three Twins, Bright Eyes; Take It from Me; Enchantress; others, 1910-29; Atlanta Civic Opera Co.; St. Louis Municipal Opera Co.

BISHOP, PAT. News commentator, KFI-KECA, Los Angeles. (R) since 1934; local shows. (L) stock, 1928-34. (P) student.

BITTICK, BUD. Singer, WIL, St. Louis. (R) since 1935; various local shows, including Today's Winners (American Brewing Co.), 1935-36. (V) York, Statler, and Coronado Hotels. (P) student.

BLACK, FRANK. General musical director, NBC. (R) Magic Key of RCA; Carnation Contented Hour (Carnation Milk); String Symphony (sustaining); Five Hours Back (short-waved to England). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935. Has also given numerous concerts.

BLACK, FRANK. Musician, WHBF, Rock Island. (R) local shows.

BLACK, HAROLD. Orchestra, WOW, Omaha, Nebr. (R) since 1932; various local shows. Also with Freddie Ebener's Orchestra, 1934-37.

BLACK, TED. Network orchestra leader. (R) programs for Campbell Soups, 1931; Venida Hair Products, 1933; also shows for Mutual and local stations. (L) Hammerstein's Ballyhoo Production. (V).

BLACKBURN, ARLINE. Network actress. (R) True Story Magazine program; Vanished Voices (Blue Coal); The O'Neills (P & G); Just Plain Bill (Kolynos Tooth Paste); Rich Man's Darlin' (Affiliated Products); Five Star Jones (Mohawk Rugs); Floyd Gibbons' Adventure Stories (Colgate - Palmolive - Peet). (F) The Other Man's Wife; The Thirteenth Chair; Annabelle Lee; School Days; others. (L) The Copperhead, 1916; Seventeen, 1924; others.

BLACKMAN, BARBARA. Singer, WHBF, Rock Island. (R) local shows.

BLACKSTONE, ROWLAND. Organist, pianist, WMEX, Boston. (R) various local shows as staff pianist. (V) minstrel shows.

BLACKWELL, H. BURTON. Announcer, actor, WAVE, Louisville. (R) since 1935. local shows, including Children's Amateur Hour (Montgomery Ward), 1936-37; Minit Rub program, 1937; Radio Newspaper (American Tobacco Co.), 1935. (L) stock, 1928-29; Wright Players, 1931; Bainbridge Players, 1931.

BLAINE, JERRY. Orchestra leader. (R) various network broadcasts. Variety recording artist.

BLAINE, JOAN. Network actress. (R) The Story of Mary Marlin (Kleenex).

BLAIR BROTHERS. Guitarists, WGRC, New Albany. (R) local shows.

BLAIRE, JOAN. Network actress. (R) A Tale of Today (Princess Pat, Ltd.).

BLAIR, JULES. Director children's and dramatic broadcasts, WSPD, Toledo. (R) since 1926; local shows on this station and WTAL, Tallahassee. (L) since 1923; La Salle & Kock Opera Co., Scottish Rite Opera Co., stock. (P) salesman.

BLAKE, CLARE. Network player. (R) Romance of Helen Trent (Edna Wallace Hopper).

BLAKE, HELEN. Announcer (women's programs), WNBX, Springfield. (R) local sustaining shows.

BLAKE, RANDY (HAROLD WINSTON). Singer, WJJD, Chicago. (R) local shows, including Drug Trade Products program, 1936. (V) with Joyce Landa, 1926-28. (P) sales manager.

BLAKEMAN, GUY. Violinist, KWK, St. Louis. (R) since 1930; Happy Days in Dixie, NBC, 1933; Welcome Valley (Household Finance), NBC, 1936; also local shows, including programs for Crosley Radio, 1930-31; 1934-35; Olsen Rug, 1934-35. (V) 9 years, including Paramount Circuit. (P) farmer.

BLAKLEY, CLINTON. Announcer, WBIG, Greensboro. (R) since 1927; local shows on this station and WIS, Columbus; WBT, Charlotte; WCSC, Charleston; WJTL, Atlanta; WRDW, Augusta, including Sieberling Singers, 1927-29; Pure Oil program, 1928; football broadcasts (Coca-Cola), 1929-32; Chevrolet program, 1930.

BLANCHARD, GEORGE O. Pianist, actor, KDB, Santa Barbara. (R) since 1936; local shows. (L) The Christmas Carol, 1928; The Passing of the Third Floor Back, 1933; Sunbonnet Sue, 1933; others. (V) 1928; Santa Barbara Follies, 1931-32.

BLAND, AL. Announcer, script writer, WKRC, Cincinnati. (R) various local shows. (V) M.C. engagements. (P) editor.

BLAND, LEE. Announcer, continuity writer, WKRC, Cincinnati. (R) various local shows. (P) motion picture projectionist.

BLAYLOCK, ROBERT. Lecturer, WHO, Des Moines. (R) since 1931; local shows, including La Fendrich Cigar program. (F) shorts. (L) 1897-1930. (V) More Sinned Against Than Usual; The Redskin, 1907.

BLAYNE, RICHARD. Announcer, actor, WMCA, New York. (R) various shows, including Five Star Final (Remington Rand), 1936-37. (F) Paramount News, 1936-37; commercials (Pathe), 1936-37. (L) Peter Pan; Camille; Romeo and Juliet.

BLEDSOE, LOREN. Banjo player, arranger, WWVA, Wheeling. (R) since 1936; local shows, including Morton Salt and Willard Tablet programs, 1936. (V) personal appearances. (P) instrument teacher.

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BLISS, THEODORE. Producer, announcer, KHJ, Los Angeles. (R) since 1934; network show, Burns & Allen program (General Cigar), 1934; local shows, including Mobile Magazine (General Petroleum), 1934-36. (F) Three Men On a Horse; Black Legion (Warner Bros.), 1936; others. (L) stock, seven years.

BLOCK, HAL. Network writer (comedy). (R) Phil Baker program (Gulf Gasoline). (V) writer for Phil Baker Act, 1936-37.

BLOCK, MARTIN. Announcer, WNEW, New York. (R) Make-Believe Ballroom (participation program).

BLOCK, RAYMOND. Network conductor. (R) conductor of Krueger Musical Toast (Krueger Brewing Co.), 1935-37; vocal coach and arranger, Philip Morris program, NBC, since 1935; Borden's program, CBS, 1934-35; also programs for Camel Cigarettes, Socony-Vacuum, Kraft-Phenix Cheese, and others. (V) houses in the East and Mid-west with the Eton Boys and Do Re Mi.

BLOCK, VIVINNE. Network dramatic actress, comedienne, dialectician, singer. (R) Collier's Hour, 1934; Maude & Bill (A & P Tea Co.), 1935; Socony Land Sketches (Socony), 1935; Show Boat (Maxwell House Coffee), 1936; Wheatenaville (Wheatena), 1936; True Story Hour (True Story Magazines), 1936; Death Valley Days (Pacific Coast Borax), 1936; 45 Minutes in Hollywood (Borden's Milk), 1936; A & P Gypsies (A & P Co.), 1936; 20 Thousand Years in Sing Sing, 1936; others. (L) Second Hurricane Opera, 1937.

BLOCKER, BURT. Singer, WIL, St. Louis. (R) since 1936; various local shows.

BLOOM, HARRY. Trumpet player, WMCA, New York. (R) since 1932; several CBS and NBC shows; also programs for La Palina Cigars, Chrysler, Amoco Gas Co. (F) Betty Boop and Popeye Cartoons. (L) George White's Scandals, 1931, 1936; Flying Colors, 1934; Roberta, 1934.

BLOWER, JAMES E. Announcer, WBNS, Columbus. (R) since 1932; local shows. (P) student.

BLUE, ALICE. Pianist, singer, actress, WGN, Chicago. (R) since 1933; various shows on this station and WMAQ, WBBM, Chicago, including program for Daggett & Ramsdell, Murine, Bathasweet, Niblets.

BLUE GRASS BOY (ROY FREEMAN). Hill billy entertainer, announcer, WTIC, Hartford. (R) various shows on this station and WFIW, Hopkinsville; WIRE, Indianapolis; WWVA, Wheeling; KRLD, Dallas; WWL, New Orleans; WBZ-WBZA, Boston, including Hamlin's Wizard Oil programs.

BLUE, IRA H. Sports commentator, KPO-KGO, San Francisco. (R) since 1932; Sports Forum (Sutliff Tobacco Co.), 1936-37; also various local shows. Was a member of Paramount's Art Department, 1930-31.

BLUM, ROBERT. Juvenile actor, WHEC, Rochester. (R) since 1933; local shows, including Queen of the Genesee (Socony-Vacuum), 1936.

BOAN, JOE. Musician, KCKN, Kansas City. (R) since 1930; various local shows on this station and WDAF, WHB, Kansas City.

BOARDMAN, TRUE. Writer, producer, narrator, actor, KHJ, Los Angeles. (R) since 1932; network show, Burns and Allen; also local shows on this station and KFI, KFWB, Los Angeles, including Mobile Magazine. (F) various silent pictures. (L) What Price Glory; Green Hat; others.

BODANYA, NATALIE. Network singer. (R) Sweetest Love Songs Ever Sung (Phillips Dental Cream).

BODAY, LOUISE. Singer, WWL, New Orleans. (R) since 1935; local shows for Sears, Roebuck, 1935; Fairbanks Morse, 1936; Cotton Baking Co., 1936-37. (P) secretary.

BODINGTON, MAURICE. Actor, dialectician, M.C. KFRB, Toronto, Ont. (R) since 1932; various local shows, including Old Guide's Young Canada Club (General Foods), 1932-33. (L) The Three of Us; The Mikado, etc. (P) bank clerk.

BOLAND, JOSEPH. Actor, WMCA, New York. (R) since 1933; various shows on this station and KFWB, Los Angeles; KGW, Portland. (F) educational comedies, 1933-34. (L) The Jazz Singer, 1927-28; Whoopee, 1929-30.

BOLAND, JOSEPH M. Sports and special events broadcasts, WSBT-WFAM, South Bend. (R) since 1933; local shows on this station and WCCO, St. Paul; football games (Burma-Shave), 1933; Man-on-Street (Ward's Baking Co.), 1935; Socony-Vacuum Oil programs, 1935. (P) assistant football coach, Notre Dame.

BOLLEY, LEO W. Sports commentator, WGY, Schenectady. (R) various local shows on this station and WFBL, Syracuse; WESG, Elmira, including Tide Water Associated Oil Co. program.

BOLLS, FLETCHER E. Announcer, KELD, El Dorado. (R) since 1929; various local shows. (P) salesman.

BOLT, DON. News commentator, WCBS, Springfield. (R) local shows.

BOLTON, JOSEPH R. Sports announcer, WHN, New York. (R) local shows on this station and WOR, WABC, WOV, New York; WCAU, Philadelphia, including programs for Dewey's Wine, Personal Finance, Tru-Blue Beer, Kellogg Co. (F) sports announcer, Paramount News; shorts (Warner Bros.). (P) real estate broker.

BOLTON, MILO. Network actress. (R) John's Other Wife (Angelus Lipstick).

BOND, BILL. Announcer, WAVE, Louisville. (R) since 1934; various local shows, (L) Louisville Civic Arts Association, 1934-35. (P) law.

BOND, FORD. Network announcer. (R) General Motors Family Party, 1929-30; Colliers Hour, 1930-32; Cities Service program, 1930-37; Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder), 1932-37; Kraft Music Hall (Kraft-Phenix Cheese), 1933-35; Easy Aces (Anacin), 1934-37; Ford Bond's Sports Resume (Goodrich Tires, Bond Bread, Pall Mall Cigarettes), 1934-37; David Harum (Bab-O), 1935-37; Vox Pop (Molle Shaving Cream), 1936-37; Broadway Merry-Go-Round (Dr. Lyons Tooth Powder), 1936-37; Maxwell House Show Boat (Maxwell House Coffee), 1937; Just Plain Bill (Kolynos Tooth Paste), 1936-37; Allegheny Steel program, 1936-37.

BONELLI, RICHARD. Network singer. (R) Universal Rhythm (Ford Motors); others.

BONIME, JOSEF. Network orchestra leader. (R) Twin Stars (National Biscuit Co.); others.

BORAN, ARTHUR. Network comedian, mimic, master of ceremonies. (R) programs for Hellmann's Mayonnaise, 1933; Buick (General Motors), 1933; Colgate Toothpaste House Party, 1934; guest appearances include Chase & Sanborn (with Eddie Cantor), Kraft Cheese, I. J. Fox Furs, Harvester Cigars, Pabst Beer (with Ben Bernie), Texaco Oil (with Eddie Cantor). (F) shorts (Warner Bros., 1936; Universal, 1936); voice in several animated cartoons. (V). (P) student. Awarded the Blue Ribbon Radio Award of Merit (by Ben Bernie).

BORRELLI, RALPH. Announcer, WRAX-WPEN, Philadelphia. (R) various Italian programs. Guest conductor of the Philadelphia Italo-American Symphony Orchestra.

BOSS, ALBERT. Arranger, musician, WIP, Philadelphia. (R) various local shows on this station and WOR, New York. (V) 1930-32.

BOSWELL, CONNIE. Network singer. (R) on programs for Baker's Chocolates, Pompeian Face Cream, Chesterfield.

BOSWORTH, HOBART. Theatrical commentator, KNX, Los Angeles. (R) various CBS and local sustaining shows. (F) The Blood Ship, 1927; Miracle Man (Paramount). (V) Sea Wolf Sketch, 1917-18. (P) prize fighter.

BOTTLE (HARRY McNAUGHTON). Network comedian, actor. (R) since 1933; Phil Baker Program (Armour & Co.), 1933; Good Gulf Program, 1935; several guest appearances, 1935-37. (F) Wet Gold (Goldwyn Pictures), 1921; On the Boulevard (Columbia), 1930; All Stuck Up (Pathe), 1931; Her Hired Husband (Pathe), 1931; Office Steps (Warners Vitaphone), 1932; Poor Little Rich Boy (Warner), 1932. (L) The Rotters; Topics of 1923; Passing Show 1924-25; Ziegfeld Follies, 1927-28; 9:15 Revue; The Ringer; Calling All Stars; others. (V) toured with Phil Baker.

BOUD, DOROTHY J. Harpist, WHO, Des Moines. (R) since 1936; local shows. (L) Alex Hyde All Girl Revue, 1926. (V) Rita Mario Co., 1922-23; Seven Brown Girls, 1932-25; others.

BOURDON, ROSARIO. Network conductor, arranger. (R) various shows, including Cities Service program, 1927.

BOURGEOIS, LOUIS. Announcer, CHAB, Saskatchewan. (R) since 1935; local shows. Previously network announcer.

BOURQUE, CHARLES J. Announcer, WLLH, Lowell. (R) local shows on this station and WORL, Boston.

BOUSETTE, QUEENIE. Entertainer, CFRN, Edmonton, Alta. (R) local shows. (V) personal appearances, 1924-36.

BOUTIN, MARGUERITE. Pianist, WNBH, New Bedford. (R) local Franco-American Hour.

BOVA, DON. Singer, guitarist, KDKA. Pittsburgh. (R) various NBC shows; also local shows on this station and WTAM, Cleveland. (V) single act.

BOW, THELMA. Singer, WWJ, Detroit. (R) since 1929; local shows, including programs and Chevrolet and Pontiac, 1930. (V) mistress of ceremonies with Jules Buffano, 1928; WLS Showboat; with Bob Hope, 1931-32. (P) model, bookkeeper.

BOWE, GEORGE. Announcer, WTIC, Hartford. (R) since 1934; local shows on this station and WICC, Bridgeport, including Fred Wade and the Sherrineers (Fellows Medical Mfg.), 1936; John B. Kennedy (Vick's Vatronol), 1935; Your

Favorite Reporter, George Bowe, (Penn. Tobacco Co.), 1936. (F) So This Is Paris, 1925; Nothing to Wear (Columbia), 1927. (V) 1934-36. (P) advertising.

BOWE, MORTON. Network tenor. (R) Cities Service program, 1935-36; Swift & Co., 1935-36; Nucoa, 1935-36; Jello (summer), 1936; Smith Brothers, 1936-37; Iodent, 1936-37; Karo and Linit, 1936-37; Jack Pearl program (Kool and Raleigh Cigarettes), 1936-37. (F) shorts. (L) Kitties Kisses, 1926; White Lilacs, 1930. (V) 1926-31, 1936. (P) printer, linotype operator.

BOWES, MAJOR EDWARD. Network amateur hour conductor. (R) Major Bowes' Amateur Hour (Chase & Sanborn Coffee), NBC; (Chrysler Motors), CBS; Major Bowes' Capitol Family, from the Capitol Theatre as an NBC sustaining program for 12 years; amateur hour, WHN. (F) Amateur hour shorts. (V).

BOWEN, MARIJANE. Continuity writer, KTUL, Tulsa. (R) since 1935; local shows, including Sears, Roebuck program, 1935. (P) advertiser.

BOWMAN, O. L. (AL). Musician, WBAP, Fort Worth. (R) various local shows. Has also played with concert band, minstrel shows, symphony orchestra and stock co.

BOYCE, BURKE. Writer. (R) Haunted Mine; Dauber.

BOYD, MARY. Singer, WLTH, New York. (R) local shows. (P) laboratory work.

BOYD, VINCENT. Pianist, singer, organist, CKCL, Toronto, Ont. (R) since 1932; various local shows, including Crazy Water Crystals program, 1934. (P) grocery clerk.

BOYDEN, MARCUS. Announcer, WSBT-WFAM, South Bend. (R) since 1936; local shows, including Round the World with the News (Household Finance), 1936; Hockey Broadcasts (Firestone), 1936. (L) stock. (P) college.

BOYER, JOHN. Sports commentator, singer, M.C., KGV, Pittsburgh. (R) since 1929; local shows on this station and WCAU, Philadelphia; WTAM, Cleveland. (V).

BOYLE, MARION. Musician, KHQ, Spokane. (R) various local shows.

BOYLING, JOHN SIDNEY. Sports announcer, writer, producer, CHAB, Saskatchewan. (R) since 1936; local shows, including Hockey Broadcasts (Ford Dealers).

BRADBURY, FRANK C. Banjo player, WTIC, Hartford. (R) sustaining and commercial shows. (V), 1916-19.

BRADLEY, OSCAR. Network entertainer. (R) Phil Baker's show (Good Gulf Gasoline).

BRADLEY, TRUMAN. Network news commentator. (R) Sunday Evening Hour (Ford Motor Co.), since 1933; News on Review (Procter & Gamble), since 1936; Then & Now (Sears Roebuck), 1936. (F) commercials. (L) Danger (with Edmund Breese), 1929. (V) Easy Aces, 1932. (P) salesman.

BRADY, MELVIN. Actor, WFAA, Dallas. (R) local shows. (L) Cavalcade of Texas, 1936; Cavalcade of the Americas, 1937.

BRAE, ANN. Network singer, writer, producer. (R) songs: Ann Brae (E-Z Freeze Ice Cream Powder).

BRAGGIOTTI, MARIO. Network orchestra leader. (R) Ed Wynn Program (Fray & Braggiotti piano team), CBS; Schaefer Beer Program. (F) Vitaphone Short. (V).

BRANCATO, ROSEMARIE. Network singer. (R) Twin Stars (National Biscuit Co.); others.

BRANDL, MILT. Announcer, singer, WISN, Milwaukee. (R) since 1935; various local shows. (P) draftsman.

BRANDT, LARRY. Accordionist (Oklahoma Outlaws), WHO, Des Moines. (R) since 1934; local show. (F) Rootin', Tootin' Rhythm (Republic), 1937.

BRANNON, JERRY (JOSEPH COYLE). Announcer, singer, WTAM, Cleveland. (R) since 1932; various local shows including programs for Ford Motor Car Co., 1933; Dioxygen Face Cream, 1933-34. (V) Joe and Eddie, 1932-34.

BRAUER, S. L. Blackface comedian, m. c., WRVA, Richmond. (R) Corn Cob Pipe Club (Edgeworth Tobacco Co.), NBC, 1932-37; local shows including, Smoky & Poky (Edgeworth Tobacco Co.), 1932-37. (V) O'Neil & Brower, 1924-26. (P) salesman.

BRAUN, GILBERT. Free lance producer, script writer. (R) Ave Maria Hour, 1935-36; Junior G Men (Fischer Baking Co.), 1935-37. (P) advertising manager.

BRAXTON, J. MARSHALL. Program manager, announcer, WGH, Newport News. (R) since 1927; various local shows on this station and WAAT, Jersey City; WBNX, WHN, New York. (P) college.

BRAY, DICK. Sports commentator, special events announcer, WKRC, Cincinnati. (R) various local shows, including Plymouth-Chrysler Program, 1937.

BRAZEAL, WALLACE. Continuity writer, producer, KFPY, Spokane. (R) since 1928; various local shows.

BRECHER, IRV. S. Network author comedian. (R) author, Milton Berle Program (Gillette Razors), since 1936; wrote Willie and Gene Howard Program (Dr. Lyons Tooth Powder); guest appearances Rudy Vallee, Milton Berle and Walter O'Keefe programs. (F) collaborated on Easy Aces Shorts; Winter in the Zoo; Old Fashioned Movie; under contract as author of Mervyn Le Roy Productions. (V) wrote material for acts of following: Milton Berle, 1933-37; Hoot Gibson, 1934; Elaine Arden, 1933; Tim & Irene, 1935; Dave Apollon, 1936; others. (P) newspaper reporter.

BREAULT, RITA. Pianist, WNAC, Boston. (R) since 1935; local shows on this station and WAAB, Boston. (P) student. Final honors, National Federation Music Clubs, 1927.

BREECE, GEORGE. Musical director, KFBK, Sacramento. (R) sustaining network and local shows. (V) appearances in various Western theatres.

BREEN, BOBBY. Network singer, actor. (R) Texaco Town with Eddie Cantor (Texaco Gasoline), 1936-37. (F) Let's Sing Again, 1936; Rainbow on the River, 1936. (V) as Jackie Borine, 1929-31; as Bobbie Borine, 1933; New York Music Hall, 1936, as Bobby Breen.

BREEN, GRACE. Actress, WICC, Bridgeport. (R) since 1934; local shows. (L) various stock productions. (P) stenographer.

BREEN, MAY SINGHI. Network singer, musician. (R) programs for General Motors, Listerine, RKO, Wrigley, Elgin Watch Co., Conti Soap.

BREESE, LOU. Orchestra leader. (R) various network broadcasts. (V) Paramount, Publix Theatres.

BRENEMAN, TOM. Master of ceremonies, KNX, Los Angeles. (R) since 1931; various shows, including programs for General Mills and Durkee Famous Foods. (V) 1926-28. (P) student.

BRENGEL, BILL. Announcer, WSMB, New Orleans. (R) since 1933; Lucky Strike program (NBC), 1932; Chase & Sanborn Show (NBC), 1933; sports broadcasts for Coca Cola, Shell Petroleum; local shows.

BRENNAN, ROSEMARY. Singer, WIL, St. Louis. (R) since 1936; local shows. (P) student.

BRENNER, PAUL. Announcer, WFBL, Syracuse. (R) since 1936; local shows,

MATT BROOKS

NBC CBS PWA

NOW LAYING OFF SUCCESSFULLY FOR

EDDIE CANTOR — JACK BENNY
BURNS AND ALLEN — JOE PENNER
MILTON BERLE — AL JOLSON
FRED ALLEN

P. S.—I am now in the cinema and not worrying about the Crossley Reports.

Personal Representative:
H. N. SWANSON AGENCY
NAT WOLFE

HOLLYWOOD ADDRESS:
ISAAC GELLIS' DELICATESSEN

including Night Club Parade (Fairbanks-Morse). (P) student.

BRENNER, ROBERT. Announcer, WMEX, Boston. (R) various local shows, including Caruso Macaroni programs, 1937. (P) salesman. Was also announcer at Chevrolet Automobile Shows.

BREW, JOSEPHINE. Actress, writer, KRQA, Santa Fe. (R) since 1934; local shows on this station and WDAG, Amarillo; WOAI, San Antonio; KTSA, San Antonio; WOR, N. Y., including Gebhardt's Program, 1935-36. (F) Western Shorts, 1932. (L) stock, 1933-34. (P) student.

BREWSTER, L. M. (TEX). Arranger, WFAA, Dallas. (R) since 1932; local shows, including Kate Smith program, 1932-33; Pepper-Uppers (Dr. Pepper Bottling Co.), 1935-37. (V) appearances with various orchestras, including Meyer Davis unit, 1922-31.

BRICE, FANNIE. Network singer, comedienne. (R) Revue de Paree (Dr. Lyons Tooth Powder); guest appearance on Rudy Vallee Program. (F) My Man; Be Yourself. (L) George M. Cohan Productions; Follies, 1910-11, '14, '24; Music Box Revue, 1925-26; The Show Is On; others. (V).

BRICKERT, CARLTON. Network actress. (R) story of Mary Marlin (Kleenex; P. & G., for Ivory Soap).

The Sweethearts of the Air

MAY SINGHI BREEN

The Ukulele Lady

and

PETER DE ROSE

Composer Pianist

Calling All Sweethearts! !

Entering their 15th consecutive year on WEAF and WJZ during which time they have been featured as Guest Artists on the following commercial Programs:—General Motors, Breyer Ice Cream, Jalspar, Listerine, RKO, Bab-O, Kraft Phenix Cheese, Elgin Watch (Series), Conti Soap Co. (Series), Humphreys Hom. Medicine (Series) 1934-35—1935-36—1936-37.

Exclusive NBC Artists Service

BRIEFER, ONA. Harpist, KCMO, Kansas City. (R) local shows on this station and WHB, WOQ, WLBF, WDAF, Kansas City; WEEI, Boston; WPG, Asbury Park. (L) 1918-20; concert tour, 1921-22.

BRIEFER, SHERMAN A. Singer, KCMO, Kansas City. (R) local shows on this station and WHB, WOQ, WLBF, WDAF, Kansas City; WEEI, Boston; WPG, Asbury Park. (L) concert tour, 1921-22. (P) accountant.

BRIER, ARTHUR J. Musician (Red & His Ramblers), KRNT, Des Moines. (R) since 1935; local shows, including programs for Peruna, Morton Salt, Aladdin Lamps. (V) Blue Ridge Mountaineers. Morning Glory Revue (Shubert).

BRIERS, LARRY. Pianist, WHAS, Louisville. (R) since 1927; NBC shows, including The Roaring Lyons (Dr. Lyons Tooth Powder), 1927; Fox Fur Trappers (I. J. Fox); also various local shows. (L) Civic Light Opera Co. of New York.

BRIERLY, JIMMY. Network tenor. (R) Cliquot Club Eskimos (Cliquot Club Beverages), 1930-32; Lavender & Old Lace (Bayer Aspirin), 1934-35; Broadcast to Admiral Byrd (General Foods), 1935; Magazine of the Air (Heinz Co.), 1937; Al Pearce and His Gang (Ford), 1937; others. (F) shorts (20th Century-Fox), 1936. (V) Cliquot Club Eskimos, 1932; personal appearances, 1933; with Paul Whiteman, 1937.

BRIGGS, FINNEY. Network actor, writer. (R) Adventures of Dari Dan (Bowey's Dari-Rich).

BRIGGS, GEORGE, JR. Pianist, WBZ-WBZA, Boston. (R) since 1930; local shows on this station and WNAC, WEEI, Boston, including Kellogg program. (V) European Theatres with college dance band. 1929. (P) college.

BRINKLEY, JACK. Network announcer, actor. (R) Buddy Rogers' Program (Ward Baking Co.), 1934; Ma Perkins (Oxydol); Betty & Bob (General Mills); Kitty Keene, Inc. (Procter & Gamble); Couple Next Door (Oxydol); Judy & Jane (Folger's Coffee). (P) newspaper work.

BRINKLEY, RUSS. Announcer, WHDL, Olean. (R) since 1933; various local shows on this station and WHP, Harrisburg; WMFJ, Daytona Beach. (V) single act, Troupes, since 1920. (P) aviator, newspaper man.

BRISSETTE, DOL. Orchestra leader, WTAG, Worcester. (R) local show.

BRITE, RAYMOND. Travelogues, KGER, Long Beach. (R) various local shows. (P) associate director, RCA Victor Co. Was general manager of Symphonies Under The Stars (concerts in Hollywood Bowl) 1926-30.

BROCK, BUDDY. Producer, WHAS, Louisville. (R) since 1934; various local shows, including Oertel's Stage Show (Oertel Brewing Co.), 1936. (V) Log Cabin Boys.

BROCK, LELAND. Announcer, pianist, organist, actor, WHAS, Louisville. (R) Cincinnati Symphony, CBS; local shows, including Barn Dance (Crazy Water Crystals), Dot and Bill (Emmart Packing Co). Concerts, lecture tours, here and abroad.

BRODERICK, HELEN. Network comedienne. (R) 1937 Edition of Twin Stars with Helen Broderick and Victor Moore (National Biscuit Co.). (F) Fifty Million Frenchmen (Warner Bros.), 1931; Top Hat, 1935; To Beat the Band (RKO), 1935; Love On a Bet (RKO), 1936; many others. (L) Ziegfeld Follies of 1915; Oh! Please, with Beatrice Lillie; Puzzles of 1925; The Bandwagon; As Thousands Cheer; others.

BRODY, LOU. Pianist, WNAC, Boston. (R) since 1936; local shows on this station and WCOP, WAAB, WHDH, Boston. (V) 1925-29; 1936-37.

BROEKMAN, DAVID. Composer, conductor, KHJ, Los Angeles. (R) since 1934; local shows, including Mobile Magazine (General Petroleum), 1935-36. (F) wrote musical scores for over 200 pictures, including King of Jazz; All Quiet on the Western Front; others. Conducted The Royal Opera, The Hague, at 19; violinist with N. Y. Philharmonic-Symphony Society Orchestra.

BROMAN, E. J. Actor, KSL, Salt Lake City. (R) since 1933; various local shows. (L) stock, 1926-30. (P) student.

BROCK, PHILIP S. Announcer, WGY, Schenectady. (P) banking.

BROOKS, DEE. Singer, WBRC, Birmingham. (R) since 1934; local shows. (L) 1936. (V) night club engagement.

BROOKS, FOSTER. Announcer, WHAS, Louisville. (R) since 1932; local shows on this station and KSO, Des Moines, including Here's to You (Oertel Brewing Co.), 1935-37.

BROOKS, GEORGE. Network announcer. (R) Johnny Presents (Philip Morris Cigarettes); others.

BROOKS, JACK. Network entertainer. (R) Listen to This (Murine).

BROOKS, LESLIE. Announcer, WTJS, Jackson. (R) since 1935; local shows.

BROOKS, MATT. Network writer. (R) material for Eddie Cantor, Jack Benny, Burns & Allen, Joe Penner, Milton Berle, Al Jolson and Fred Allen.

BROOKS, RICHARD. News commentator, WNEW, New York. (R) since 1936; local shows including Fairbanks-Morse Conservador Refrigerator and Peruna programs. (P) newspaper writer.

BROOKS, ROBERT. Producer, singer, continuity writer, announcer, KRLD, Dallas. (R) various local shows, including Goodrich Street Reporter (Goodrich Silvertown Stores), 1937.

BROOKES, AMELIA. Commentator, KYW, Philadelphia. (R) since 1936; local shows, including Your Garden And Mine (Henry A. Dreer Co.), 1936. Wrote Garden Maker Column, Evening Public Ledger.

BROUCHEY, BILL. Network, actor. (R) Betty & Bob (General Mills); Ma Perkins (Procter & Gamble); Helen Trent (Edna Wallace Hopper Cream); Jack Armstrong (General Mills); others. (L) Denver Stock Co.; San Diego Stock Co.

BROUNOFF, ZELMAN. Conductor, concert master, WFAA, Dallas. (R) since 1935; local shows, including Ford program, 1935-36. (L) San Carlo Opera, 1937. (V) Publix Units; Fanchon & Marco; conducted Streets of Paris, Texas Centennial, 1936.

BROUNZEL, E. RALPH. Co-director, Artists Bureau, WROK, Rockford. (P) Manager of Princess, Midway, Capitol theatres; salesman for Metro-Goldwyn-Mayer.

BROWER, LE ROY, Jr. Announcer, script writer, singer, WMEX, Boston. (R) since 1929; various local shows. (L) Just Off the Boat; Hit the Deck. (V) appearances with Phil Baker, Harry Richmond.

BROWN, AL RAY R. Announcer, WAAW, Omaha. (R) since 1935; local shows on this station and KMMJ, Clay Center; KFAB-KFOR, Lincoln. (L) Circle Stock, 1937.

BROWN, ART. Announcer, organist, pianist, WOL, Washington. (R) since 1934; local show son this station and WRVA, Richmond; WTAR, Norfolk, including Benjamin Moore Paint program, 1934-35.

BROWN, BEVERLY. Script writer, producer, WWL, New Orleans. (R) since 1930; local shows on this station and WDRW, Augusta, including Sears, Roebuck program. (F) commercials. (L) Director of Little Theatre, Augusta, 1924-33; independent producer of Gilbert & Sullivan operettas, 1924-33.

BROWN, BILL. News and sports announcer, WMT, Cedar Rapids. (R) since 1936; locals on this station and WSUI, Iowa City, including Batting with Bill (Iowa Chevrolet Dealers), 1936; Football Games (General Foods), 1936.

BROWN, DWIGHT. Organist, WFAA, Dallas. (R) since 1935; local shows on this station and WRR, Dallas, Theatre organist in various houses from 1921 to 1933.

BROWN, FOSTER H., JR. Piano-accordionist, KFRU, Columbia. (R) since 1934; local shows. (P) piano-accordion teacher.

BROWN, FRANK. Commentator, KMTR, Los Angeles. (R) various local shows. (F) Dick Tracy (Republic); Once a Hero (Columbia); various Republic productions, 1936-37. (L) Stratford Players. (V) master of ceremonies. (P) school teacher. Formerly staff announcer, British Broadcasting Corp.

BROWN, GEORGE FRAME. Actor, writer. (R) Real Folks (CBS), 1933; Tompkin's Corner (NBC).

BROWN, GLENN E. Musician, supervisor of music, WHAM, Rochester, N. Y. (R) since 1929; various local shows on WGAL, WESG. (L) Pinafore, Tannhauser, Patience. (P) student.

BROWN, HELEN. Network dramatic actress. (R) True Story, March of Time, Crime Dramas (Lucky Strike); Rise of Goldbergs; Kraft Cheese program. (F) Diamond Jim; To Mary with Love; Invisible Ray; Anthony Adverse.

BROWN, HELEN. Singer, WNAC, Boston. (R) since 1936; local shows on this station and WAAB, Boston. (L) Prince of Pilsen, 1927; Mary, 1931; The Wishing Well, 1936; others. (P) teacher.

BROWN, JACOB M. Singer, WNBF, Binghamton. (R) since 1933; local shows, including Maytag Washing Machine program, 1935.

BROWN, JOHN. Network actor. (R) Thatcher Colt (Packer's Tar Soap).

BROWN, JOHN. Network entertainer. (R) Town Hall Tonight (Sal Hepatica and Ipana).

BROWN, LEONARD. Continuity writer, news announcer, WMBH, Joplin. (R) since 1937. (P) student.

BROWN, LES. Orchestra leader. (R) various network broadcasts. Decca recording artist.

BROWN, LYLE J. Musician, WHO, Des Moines. (R) since 1933; local shows, including Ray Keeler & Orchestera (Montgomery Ward & Co.), 1933; Crazy Water Crystal and Virginia Dare Extract Co. programs. (V) Just Foolin', Rollo Bros.; others. Has played with numerous bands on road and location.

BROWN, MRS. PEGGY (COUSIN PEGGY). Director of children's program, WHBF, Rock Island. (R) since 1929; local show son this station and WOC, Davenport; WHO, Des Moines, including Cousin Peggy's Sunshine Club for various sponsors—Curtiss Candy, Fels Naptha, Orange Crush, others. (P) newspaper work.

BROWN, SAM. Announcer, WMCA, New York. (R) since 1931; George Olson program (Chevrolet), NBC, 1933; various local shows on this station and WRC, WMAL, Washington; WTOC, Savannah, including Five Star Final (Remington Rand), 1937. (F) Prizefighter and the Lady.

BROWN, SEDLEY. Network actor, producer. (R) Husband and Wives (Pond's Creams and Face Powder).

BROWN SISTERS (ETHEL, LORRAINE, DOROTHY). Singers, WICC, Bridgeport. (R) since 1936; local shows.

BROWN, TED. Organist, pianist, band director, KONO, San Antonio. (R) local shows. (V) night club engagements.

BROWN, W. DONALD. Guitarist, banjoist, West Virginia. Network, Charleston. (R) local show. (P) glass worker.

BROWN, WALBER. Musical director, WGAR, Cleveland. (R) since 1924; local shows, including Stanadard Oil program, 1925; orchestra, 1934-35.

BROWN, WYLBERT. Violinist, WBAP, Fort Worth. (R) since 1928; various local shows. With WBAP staff orchestra 10 years; musical arrangements and compositions.

BROWNE, BRAD. Comedian, master of ceremonies, writer.

BROZ, LARRY. Orchestra leader, WTMV, St. Louis. (R) since 1935; local show. (V) 1934-35. (P) commission business.

BRUCE, FRANK W. Sports announcer, WJRD, Tuscaloosa. (R) since 1929; various play-by-play descriptions on this station and WHDL, Olean; WMFF, Plattsburgh, including those for Gold Medal Bakery, 1929-30. (P) student.

BRUCH, EDWARD. Musician, KHQ, Spokane. (R) local shows.

BRUSILOFF, NAT. Network house conductor. (R) Hi There Audience (with Ray Perkins); Just Between Us (Robin Co.) CBS; Hudson River Dayline program, NBC.

BRYAN, BILL. Announcer, pianist, singer, WHAS, Louisville. (R) since 1936; local shows, including Numismatic programs, 1936. (P) student.

GEORGE BURNS

AND

GRACIE ALLEN

THOSE

TWO GRAPENUTS

NBC Red Network
YOUNG & RUBICAM
Agency

Direction
LESTER HAMMEL
William Morris Agency

BRYANT, HOYT ("SLIM"). Hillbilly Cowboy Band, KDKA, Pittsburgh. (R) since 1930; shows on this station and WSB, Atlanta; WCKY, WLW, Cincinnati; WWVA, Wheeling; WOWO, Ft. Wayne; WGY, Schenectady; WTAM, Cleveland; HAS, Louisville; WLS, Chicago, including programs for Alka-Seltzer, Crazy Water Crystals, Big Yank Work Shirts. (V) Slim & Jack's Gang; Georgia Wildcats. (P) electrician.

BRYANT, RAYMOND ("LOPPY"). Hillbilly Cowboy Band, KDKA, Pittsburgh. (R) since 1934; various local shows, including programs for Crazy Water Crystals, 1934-35; Big Yank Work Shirts. (V) Georgia Wildcats, 1934-35; Slim & Jack's Gang, 1936-37. (P) electrical worker.

BUCHAN, ALEX. Announcer, sports commentator, WTMV, St. Louis. (R) since 1933; local shows on this station and WEW, St. Louis.

BUCHWALD, CHARLOTTE. Commentator, actress, WMCA, New York. (R) various shows, including Mulsified Coconut Oil Shampoo programs, 1936. (L) Singing Jailbirds, 1928; An American Tragedy, 1929; others. (P) press agent.

BUDGELL, W. JAMES. Continuity writer, WMEX, Boston. (R) local sustaining shows. (P) author.

BUFFALO TRAILERS. Hillbilly and popular singers, WMBD, Peoria. (R) since 1936; various local shows. (V) Lone Ranger Show, 1935.

BUHRMAN, BERT. Musical director, pianist, organist, KCMO, Kansas City. (R) since 1932; local shows on this station and WREN, Lawrence; WHB, WOQ, Kansas City, including Wurlitzer Co. program, 1932; Household Finance program, 1933.

BULLEIT, JAS. A. Program, musical director, WAIM, Anderson. (R) local sustaining shows.

BULLOCK, MARY. Pianist, music librarian, KGW-KEX, Portland. (R) since 1930; local shows. (P) piano teacher.

BULOTTI, CHARES, JR. Program director, KHJ, Los Angeles. (R) since 1934; Studebaker Champions (CBS), 1934; Pontiac program (CBS), 1935; Economy Gasoline program (CBS), 1935; Witches Tales (Don Lee); also local shows. (P) advertising.

BUNCH, COYITA. Singer, KWK, St. Louis. (R) since 1932; local shows. (V) hotel appearances, 1935-36. (P) student.

BUNKER, FLORA ANN. Violinist, KCMO, Kansas City. (R) local shows on this station and KCMO, W9XBY, Kansas City; KFEQ, St. Joseph.

BUNKER, RALPH. Network writer. (R) Palmolive Beauty Box Theatre; Music at the Haydn's (Colgate).

BUNNELL, MERRILL J. Announcer, singer, sports commentator, KLO, Ogden. (R) since 1931; various local shows. (P) school teacher, salesman.

BURBANK, SARA. Home economics director, WNBF, Birmingham. (R) since 1935; local shows.

BURCH, EDWARD. Announcer, WPHR, Petersburg. (R) since 1936; local shows, including Sons of Pioneers (Dr. Pepper Bottling Co.), 1936.

BURDICK, HARRY. Sports commentator, WFBL, Syracuse. (R) various local shows, including Tydol-Veedol Sports Review, 1935-36; Wheaties Football Flashes, 1936. (P) advertising.

BURGE, HARRY H. Announcer, WJR, Detroit. (R) local shows on this station and WMBC, Detroit; WMBR, Jacksonville; WSPD, Toledo. (F) commercials. (L) stock.

BURGHART, BILL. Announcer, WSBC, Chicago. (R) since 1936; local shows. (P) contractor.

BURGI, PHYLLIS. Actress, WNAX, Yankton. (R) since 1936; local shows.

BURGIN, RALPH. Announcer, WSJS, Winston-Salem. (R) local show, Avalon Sports Roundup (Brown & Williamson Tobacco Co.), 1937. (L) stock, 1932-36. (P) student.

BURK, KATHERINE. Singer, WOV, New York. (R) local shows on this station and WBNX, New York; German commercials. (V) 1928-29.

BURKE, J. F. News commentator, KFVD, Los Angeles. (R) since 1936; sustaining show. (P) newspaper editor, publisher.

BURKHART, OLIVER ("BARNYARD PETE"). Imitator, WHO, Des Moines. (R) since 1932; local shows.

BURKLAND, TED. Announcer, WSBC, Chicago. (R) since 1935; local shows. (P) electrical work.

BURNAP, ISABELLE. Arranger, announcer, singer, pianist, WCAX, Burlington. (R) various local shows.

BURNETTE, JAY (THE SONGFELLOW). Pianist, singer, KOA, Denver, (R) since 1935; local shows on this station and WFAA, Dallas; WBAP, Ft. Worth, including Hinds Honey & Almond Cream program, 1935-37. (P) salesman.

BURNS, BOB. Network comedian. (R) The Kraft Music Hall (Kraft-Phenix Cheese). (F) Waikiki Wedding; Mountain Music; others.

BURNS, GEORGE. Network actor, comedian. (R) Burns & Allen (White Owl Cigars; Campbell Soup Co.; General Foods). (F) The Big Broadcast of 1936; Love in Bloom; Here Comes Cookie (Paramount); others. (V) Burns & Allen, 6 years.

BURR, HENRY. Network entertainer. (R) National Barn Dance (Alka-Seltzer).

BURSON, JIMMIE. Musician—guitar and violin—WOW, Omaha, Nebr. (R) since 1929; various local shows on this station and WKY.

BURTON, CHARLES. Writer. (R) Dream Maker; Ma and Pa.

BURTON, JAMES. Announcer, writer, producer, KHJ, Los Angeles. (R) since 1936; local shows. (P) publicity.

BURTON, LARRY. Network actor. (R) Modern Cinderella (General Mills).

BUSH, CHARLES, E., JR. Continuity director, KTUL, Tulsa. (R) since 1936; local shows on this station and KBIX, Muskogee, including Tide Water Oil and Phillips Petroleum programs. (P) flying instructor.

BUSHMAN, FRANCIS X. Actor, KFI-KECA, Los Angeles. (R) since 1931; network shows include The Story of Mary Marlin (International Cellucotton Products), NBC; First Nighter (Campana Sales Co.), NBC; also various local shows. (F) 423 productions. (L) Broadway musical show, 1 season; stock, 7 seasons; 5 road shows. (V) eight years.

BUSSE, HENRY. Network orchestra leader. (R) Marrow Oil Revue (1936-37). (V) 1918-28, trumpet player in Paul Whiteman orchestra.

BUSSE, HENRY. Concert and symphony conductor, WICC, Bridgeport. (R) programs with Chicago Philharmonic, Minneapolis Symphony, Sousa's Sixth Division Great Lakes Band.

BUSSERI, FRANK. Orchestra leader, CKCL, Toronto, Ontario. (R) since 1930; local shows. (V) Barlow & Busseri, 1924-25.

BUTLER, EDDIE. Organist, pianist, musical director, KOIL, Omaha. (R) since 1931; local shows, including programs for Crosley Radio, 1931-33; Barnsdall Oil, 1932-34. (V) solo organist, 1927; 1934-36. (P) student.

BUTLER, EDWARD W. Sports commentator, KFJM, Grand Forks. (R) local shows, including Cities Services sports

RAY NOBLE
And HIS ORCHESTRA

BURNS and ALLEN
NBC Coast-to-Coast

Personal Direction of
WILLIAM MORRIS AGENCY
in Association with
ROCKWELL-O'KEEFE

programs, 1936. (P) teacher; publicity director, University of North Dakota.

BUTLER, FRANK. Network actor. (R) various shows since 1930.

BUTLER, JERRY. Announcer, singer, WBRE, Wilkes-Barre. (R) since 1935; local shows. (V) Normandy Harmonizers, 1929. (P) advertising.

BUTTERFIELD, BILL. Announcer, KCRC, Enid. (R) since 1933; local shows on this station and WNBB, Gilman City, including Hitch Hiking Harmony Hounds (Eberhardt Electric Hatchery), 1933. (P) student.

BUTTERFIELD, WALTON. Writer, (R) Torchlight Brigade; Tibet, Last Outpost of Romance.

BUTTERWORTH, CHARLES. Network comedian. (R) Fred Astaire show (Packard Motors). (F) The Life of the Party, 1930; Manhattan Parade (Warner Bros.), 1932; The Cat and the Fiddle (MGM), 1933; The Night is Young (MGM), 1935; The Magnificent Obsession (Universal), 1936; many others. (L) Sweet Adeline; Americans; others.

BUTTERWORTH, WALLACE. Network interviewer. (R) Sidewalk Interviews (Cummer Products, Molle Shaving Cream).

BUTTRAM, PAT. Comedian, WLS, Chicago. (R) since 1934; local shows, including program for Oshkosh Overalls, 1934-37.

BYERS, HALE. Announcer, news commentator, WEBC, Duluth. (R) various local shows on this station and WJR, Detroit. Member of original Paul Whiteman Orchestra, 1924; own orchestra, 1924-31.

BYERS, WAYNE C. Announcer, WSMK, Dayton. (R) since 1932; local shows on this station and WJW, Akron. (P) advertising production.

BYRNELL, JOHN. Announcer, WISN, Milwaukee. (R) since 1935; local shows on this station and WCCO, KSTP, WDGY, St. Paul; WKBH, La Crosse, including baseball games (General Mills). (P) selling, advertising.

BYRON, BOB. Pianist, whistler, singer. (R) guest appearances on Consolidated Gas Company program as Bob (of Bob and Penny), NBC. (V) accompanist to John Fogarty, 1936. (P) real estate, insurance. Was pianist in Victor Arden and Gustav Haenschen's Orchestras.

BYRON, GENE. Network actor. (R) Molly of the Movies (Ovaltine).

BYSINGER, ALBERT (Smilin' Sam). Singer, WHO, Des Moines. (R) since 1932; local show.

C

CAGGIANO, GRACE. Singer, WMEX, Boston. (R) since 1934; local show. (V) various theatre and night club engagements. (P) saleswoman.

CALENDO, VINCE. Singer, WMCA, New York. (R) since 1934; various shows on this station and WEAF, WOR, New York. (V) Brooklyn On Parade, 1931. (P) college. Played with various orchestras, including those of Jack Denny, Ted Black, others.

CALHOUN, SARAH. Singer, WHBF, Rock Island.

CALLAHAN, HOMER. Singer, guitarist, WWVA, Wheeling. (R) since 1936; local shows on this station and WLS, Chicago, including Log Cabin Boys (Pinex Cough Syrup), 1936-37. (V) Log Cabin Boys, 1936; still booking.

CALLOWAY, CAB. Network orchestra leader. (R) various network broadcasts, including guest appearances on Rudy Vallee program. (F) Big Broadcast of 1934; Singing Kid. (L) Connie's Hot Chocolates, 1928. (V) all major circuits.

CALVERT, BETH. Singer, WIP, Philadelphia. (R) local sustaining shows. (L) Good News, 1934; All God's Children Got Wings, 1935. (V) night club appearances, currently. (P) elocution teacher.

CALVERT, PEG. Network actress. (R) Mrs. Wiggs of the Cabbage Patch (American Home Products).

CAMERON, AL. Singer, m.c., KMOX, St. Louis. (R) since 1927; various shows including The Sonatron Twins (Sonatron Tube Co.), CBS, 1927-28; Westinghouse Salesmen—Al & Pete (Westinghouse Electric Co.), NBC, 1931-32; local shows on this station and KDKA, Pittsburgh; WLW, Cincinnati; WTAM, Cleveland; WSPD, Toledo. (F) shorts (Warner Bros.), 1930. (L) stock. (V). (P) student.

CAMERON, BERYL. Singer, KPO-KGO, San Francisco. (R) various shows including Man in the Top Hat (Chevrolet), 1936. Formerly soloist with Tom Brown's Orchestra.

CAMPBELL, KAY. Actress, WGN, Chicago. (R) various shows including Mollie of the Movies (Ovaltine), 1936; Helen Trent (Edna Wallace Hopper Cream); Bachelor's Children (Old Dutch Cleanser). (F) commercials.

CANADAY, EWING. Announcer, producer, KWKH-KTBS, Shreveport. (R) since 1931; various local shows including Stanback Ramblers, 1935-36.

EDDIE CANTOR

**"I LOVE TO SPEND
EACH SUNDAY WITH YOU"**

CANDELORI, ANTHONY. Musical director, orchestra leader, KYW, Philadelphia. (R) various shows including programs for Bond Bakers and Household Finance Co. (V) appearances at clubs and hotels.

CANNELIN, MAURICE. Continuity writer, announcer, WEBC, Duluth. (R) various local shows on this station and WMFG, Hibbing; WHLB, Virginia.

CANOVA, ANNIE, JUDY & ZEKE. Network entertainers. (R) Rippling Rhythm Revue (Jergens-Woodbury Corp.), others.

CANTOR, CHARLES. Network actor. (R) Treasure Adventures of Jack Masters (Maltex).

CANTOR, EDDIE. Network actor, singer, comedian. (R) various shows including programs for Chase & Sanborn Coffee, 1931-34; Pebeco Tooth Paste, 1935; Texaco, 1936. (F) Kid Boots (Paramount), 1926; Whoopee (United Artist), 1929; Palmy Days; Kid from Spain; Roman Scandals; Kid Millions; Strike Me Pink. (L) Ziegfeld Follies, 1919-27; Kid Boots, 1924; Whoopee, 1927. (V) Cantor & Lee, 1912.

CAPELLA, MAURICE. Guitarist, KFNF, Shenandoah. (R) various local shows on this station and WTAX, WCBS, Springfield; KWK, St. Louis, including Sterling Insurance program. (V) Hillbilly Jamboree.

CAPLINGER, WARREN. Entertainer, musician, WCHS, Charleston. (R) since 1934; local shows including Olson Rug program, 1936. (V) Cap. Andy and Flip (own booking).

CAPOZUCCHI, JAMES. Announcer, News commentator (in Italian), WOV, New York. (R) since 1934, local shows. (P) aviator.

CARANCHINI, SILVIO, A. Announcer, writer, WGY, Schenectady. (R) various local shows. Formerly announcer, program director; transmitter, remote and control operator, WDEV, Waterbury.

CARAZO, COL. CASTRO. Director of Louisiana State University Cadet Band, WJBO, Baton Rouge. (R) Pontiac Vasity Show, NBC, 1937; various local shows. (V) hotel engagement with own orchestra.

CARD, CLELLAN C. Announcer, impersonator, WCCO, Minneapolis - St. Paul. (R) network shows. Burns & Allen (Campbell Soups), CBS; Fred Waring's Pennsylvanians (Ford), CBS; Horace Heidt (Alemite), CBS; Malerichs Orch. (George Hormel Co.); Gene & Glenn (Kellogg Co.); local shows. (F) commercials. (P) salesman.

CARDWELL, MAREN. Continuity writer, KMOX, St. Louis. (R) various local shows, including programs for Steinway and Musette Pianos. (L) understudied lead, Lady Billy, starring Mitzi Hajos, 1922-23; Greenwich Village Follies, 1923-24; stock. (V) revue headed by Benny Rubin and May Usher, 1924; others. (P) newspaperman.

CARGO, HUGH. Actor, WFAA, Dallas. (R) Pepper-Uppers (Dr. Pepper's Beverages), 1936. (P) commercial artist.

CARHART, RUTH. Network actress. (R) Dr. Allan Roy Dafoe (Lehn & Fink for Lysol).

CARLEY, RACHEL. Network singer. (R) Evening in Paris (Bourjois); Manhattan Merry-Go-Round (Dr. Lyon's Tooth Powder), since 1934. (L) Folies Bergere (in Paris).

CARLILE, MARIE. Pianist, singer, KYW, Philadelphia. (R) various local shows including programs for Kopper's Koke, Equitable Insurance Co. (V) Carlile & Malley; Carlile & London. Toured for Philco Radio & Television Corp.

CARLIN, JOHN V. Pianist, organist, WIP, Philadelphia. (R) various local shows. (L) Erlanger and Garrick Theatres, 1935-36.

CARLISLE, EDGAR P. Announcer, KWKH-KTBS, Shreveport. (R) various local shows. (L) Little Theatre, 1928.

CARLON, FRANCES. Network actress. (R) The Story of Mary Marlin (P. & G., for Ivory Soap).

CARLYLE, CATHRYN. Announcer, actress, singer. KTUL, Tulsa. (R) since 1937; local shows. (P) director, Universal Producing Co.

CARMER, CARL. Story teller, master of ceremonies. (R) guest appearances on various network programs. Author of Stars Fell on Alabama; Listen for a Lonesome Drum.

CARNEY, DON. Uncle Don (WOR) for nine years.

CARPENTER, JOHNNY. Announcer, singer, KOIN, Portland. (R) since 1928; local shows on this station and KHQ, KGA, Spokane, including Pacific Coast Conference Football and Baseball games and track meets (Associated Oil Co). (P) secretary.

CARPENTER, KEN. Network announcer. (R) The Kraft Music Hall (Kraft-Phenix Cheese); Fred Astaire program (Packard Motors); others.

CARR, GEORGE W. ("BIFF"). Actor, comedian, producer, KGRC, New Albany. (R) since 1933; various local shows on this station, WGBF, Evansville. (L) Imperial Revue, 1924; Sliding Billy Watson, Step Along, 1925; Clark Sisters'

BOB CARTER

Chief Announcer

NEW YORK'S
OWN STATION

WMCA

ROY CAMPBELL VOICES

ROYALISTS
N.B.C. and Theatres

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General Motors Sunday Concert—NBC
Show Boat—NBC

(COAST TO COAST)

Under Contract to
WARNER BROS.-FIRST NATIONAL

Personal Representative:
BEN LIPSET
1350 Broadway, New York City

Management:
NBC ARTISTS BUREAU

Revue, 1924; Musical Follies, 1929-31. (V) 1922-1934. (P) advertising.

CARRAWAY, THOMAS HOWARD. Newscaster, announcer, singer, WSMB, New Orleans. (R) since 1936; local shows. (L) Pinafore, 1929; The Charm School, 1932; Pirates of Penzance, 1934; The Bride the Sun Shines On, 1935; others. (P) ass't district manager.

CARROLL, GENE (GENE & GLENN). Actor, WHO, Des Moines. (R) since 1935; local shows including programs for Kellogg Co., 1935-37; Ford Motor Co., 1935-36.

CARROLL, HELEN. Network entertainer. (R) Quality Twins (Knox Gelation).

CARROLL, RALPH. Commentator, announcer, writer, WNBF, Binghamton. (R) since 1933; local shows including Unsung Heroes (Colgates). (F) The Wild Cat (Buckley Film Co.); also several English films.

CARTER, BOAKE. Network commentator, writer, producer. (R) news programs for Philco Radio & Television Corp. Columnist, New York Daily Mirror.

CARTER, BOB. Chief announcer, sports and news commentator, WMCA, New York. (R) Eno Crime Clues (Eno Salts), NBC, 1935-36; various local shows including Baseball Broadcast (Wheaties), 1936; News Comment (Pinex Cough Syrup), 1937. (P) newspaper reporter.

CARUTH, TOM M. Announcer, WDAE, Tampa. (R) various local shows. (L) Locust Valley Playhouse, 1929; Perruchi Players, 1930. (P) college.

CARY, HARVEY. Dramatic actor, announcer, writer, WOW, Omaha. (R) since 1936; various local shows. (L) The Thirteenth Chair, 1931; Her Temporary Husband, 1932; Spellbinder, 1933; Mother's Millions, 1934; Smilin' Thru, 1935; others.

CASE, GEORGE T. Announcer, writer, actor, producer, WCPO, Cincinnati. (R) since 1928; various local shows on this station and WKRC, WCKY, Cincinnati. (V) various acts, 1933-36; M. C. dates since 1932.

CASE, GERNERT. Cowboy singer, guitarist, WJBK, Detroit. (R) local shows on this station and WTAM, Cleveland; CKLW, WJR, WWJ, WXYZ, Detroit, including programs for Ford Motor Co., Crazy Water Crystals, Hupmobile Co. (P) automobile plant inspector.

CASEY, ARTHUR. Producer, KMOX, St. Louis. (R) since 1935; various shows including Pet Milk program. (L) Arthur Casey Productions (own repertory company).

CASEY, FRANCIS M. Dramatic actor, WOW, Omaha, Nebr. (R) since 1936; various local shows on this station and KOIL. (P) lawyer.

CASCIO, CARMELO. Concert pianist, WGY, Schenectady. (P) piano teacher.

CASHMAN, ED. Network announcer, director. (R) Five-Star Revue (Corn Products for Karo and Linit); others.

CASHMAN, JAMES. Singer, WBZ-WBZA, Boston. (R) since 1936; local shows. (V) 1936. (P) clerk. Also appeared in several concerts.

CASINO, DEL. Network tenor. (R) Noxzema Programs. (V) Hollywood night club, 1936-37. (L) stock. (P) Wall Street.

CASSEL, WALTER. Network baritone. (R) The Chevrolet program (CBS); Sealtest Saturday Night Party (NBC); General Motors Sunday Concert (NBC); Maxwell House Show Boat (NBC). (F) under contract to Warner Bros., First National.

CASSELBERRY, WILLIAM S. Psychological lecturer, KFI-KECA, Los Angeles. (R) local shows.

CASSLING, HELEN T. Singer, WHBF, Rock Island. (L) Faust, Martha, Elijah; others. (P) singing teacher.

CASTILLO, LAURENS. Pianist, WCSC, Charleston. (R) since 1931; various local shows including Johnson & Johnson program, 1935. (L) Junior League Follies of 1937. (P) clerk, U. S. Lighthouse Service.

CASTLE, BOB. Announcer, WMBH, Joplin. (R) since 1936; local shows on this station and KDKA, Pittsburgh; WJR, WWJ, Detroit; WCAO, Baltimore; WCAU, Philadelphia; WHBF, Rock Island. (V) 1920-22; road shows, 1923-28; burlesque stock, 1929-35.

CASTLE, GORDON B. Script writer, producer, announcer, WJR, Detroit. (R) since 1930; local shows including, General Motors Hockey Broadcasts, 1930-34; Iodent Review (Iodent Chemical Co.), 1936. (F) commercials. (L) 1914. (P) advertising.

CATRI, WESLEY & AUDREY. Singers, WMCA, New York. (R) various local shows. (F) musical shorts, Warner Bros. and Universal, 1935-36. (L) Majestic Theatre, 1932; St. Louis Theatre, 1937. (V) Wesley & Audrey Catri.

CAUGHEY, DAVID H. Musician, WBAP, Fort Worth. (R) since 1930; various local shows on this station and KTAT, Fort Worth; KGKO, Wichita Falls. (L) Earl Carroll's Vanities, 1935-36.

CAUGHRON, ELEANOR NAYLOR. Actress, WKY, Oklahoma City. (R) various local shows. (L) stock, 1932. (P) student.

CAVALIERS QUARTET. Network singers. (R) Shell Chateau (Shell Oil).

CAVANAUGH, EDDIE & FANNIE. Songs and patter, WBBM, Chicago. (R) since 1923; various shows.

CENNERAZZO, ARMANDO. Actor, WOV, New York. (R) since 1932; local shows. (F) Inside the Cup (Cosmopolitan Film Corp). (L) 1936-37.

CHABOT, LARRY. Singer, WMBC, Detroit. (R) since 1936; various local shows; guest appearance "Studio Stars," 1935. (V) theatres and night clubs, 1932-37. (P) student.

CHAIN, SOL. Announcer, production manager, WNBH, New Bedford. (R) since 1934; various local shows. (P) medical student.

CHANCE, AL. Announcer, producer, actor, Michigan Network. (R) since 1928; various shows on WCCO, Minneapolis-St. Paul; WJSV, Washington; WXYZ, Detroit, including Gold Medal Fast Freight (General Mills), 1931-32; Lone Ranger (Gordon Baking Co.), 1935-37; Big Broadcast (R. G. Dun Cigar Co.), 1936. (L) stock, 1924-25. (P) real estate.

CHANDLER, REX. Network orchestra leader, organist for many years as Chandler Goldwaithe. (R) Universal Rhythm (Ford Motors); others.

CHANDLER, SYLVIA L. Program, music director, violinist, KOOS, Marshfield. (R) local shows on this station and KGW, KXL, KQP (now KOIN), Portland.

CHANDLER, WILBUR. Singer, pianist, Iowa Broadcasting Co. (R) various shows on this network and stations KRNT, Des Moines; WAPI, Birmingham. (P) teacher.

CHAPEL, JOHN D. Commentator, announcer, WOW, Omaha. (R) since 1930; various local shows. (F) Touchdown (short). L. stock: Rain, Beyond the Rio Grande, Left to Die; others. (V) 1922-23. (P) produced school plays in Pskov and Petersburgh, Russia.

CHAPIN, PATTI. Network song stylist (R) Jack Pearl Program (Frigidaire) 1935; Atlantic Family (Atlantic Refining Co.), 1936; Ziegfeld Follies of the Air (Palmolive), 1936; Show Boat (Maxwell House Coffee), 1936; Johnny Presents (Philip Morris Cigarettes), 1937. (L) stock, 1929-30. (V) Cleveland Exposi-

Rex Chandler

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"Universal Rhythm"

THE CHARIOTEERS

America's Foremost Exponents of Folk and Popular Songs

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Featured Stars on NBC, CBS and Mutual Networks

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Personal Management
JEAN GOLDKETTE

tion, 1936; Capitol Theatre, 1936. (P) music student.

CHAPMAN, DAVID E. Announcer. KGNC, Amarillo. (R) since 1935; local shows on this station and KWKH. Shreveport; KGKB, Tyler; KLUF, Galveston, including football games (Coca Cola), 1936. (V) College Capers, 1934-35.

CHAPMAN, FRED. Cowboy singer, yodeler, WBRE, Wilkes-Barre. (R) various local shows.

CHAPMAN, JOHN A. Singer, WGY, Schenectady. (R) since 1928; various local shows, including Beech-Nut, Hudson Coal and General Electric programs.

CHAPPLE, BENNETT. Network talks. (R) Armco Iron Master (American Rolling Mills).

CHAPPELL, MATTHEW N., Ph. D. For Worriers Only (psychological program), WMCA, New York. (R) sustaining shows. (P) college instructor.

CHAQUETTE, DOROTHY. Singer, actress, KXBY, Kansas City. (R) local shows.

CHARLES, AUDREY. Singer, WWL, New Orleans. (R) local shows including Listen to This (Murine); Stanbach Co. program. (F) commercials, 1936. (V) Audrey Charles & Her Boy friends, 1934; The River Revellers Jamboree, 1935-36.

CHARLES, MILTON, Network actor. (R) Bachelor's Children (Old Dutch Cleanser).

CHARTOFF, WILLIAM. Musician, WMCA, New York. (R) since 1928; various shows including George Olson's program, 1928-34; Royal Gelatine, 1932; Lucky Strike Show, 1932. (F) Whoopee, 1930; George White's Scandals, 1934. (V) 1919-26.

CHASE, ROGER A. ("Bob"). Master of ceremonies, announcer, WIL, St. Louis. (R) since 1925; various local shows. (L) Honeymoon Hotel, 1933-34; Rose Marie, 1926. (V) 1927-32. (P) Traveling salesman.

CHASE, THOMAS B. Announcer, WOW, Omaha, Nebraska.

CHATTERTON, LARRY. Announcer, KNX, Los Angeles. (R) various local shows. (P) college.

CHERNIAVSKY, JOSEF. Network conductor. (R) The Musical Cameraman (International Silver Co.).

CHESHIRE, HARRY V. Director of farm and home and hill-billy programs, KMOX, St. Louis. (R) since 1934; various local shows including Falstaff Frolics (Falstaff Brewing Co.), 1935-36; Olson Rug Program, 1935-37; Phillips Poly Follies (Phillips Petroleum Co.), 1936-37. (L) stock, 1909-33 (own company, 1932-33). (V) single act, 1909-15.

CHEVIGNY, HECTOR. Director, writer, KNX, Los Angeles. (R) since 1928; various shows including Veedol Vaudeville (Tide Water Oil), 1930; CBS sustaining programs. (P) newspaper work.

CHICK, BRUCE H. Announcer, continuity writer; CKLW, Detroit. (R) local shows. (P) building supplies.

CHIEF RED BIRD, WILLIAM. Violinst, guitarist, WMBC, Detroit. (R) since 1934; various local shows including Chief Red Bird and His Tribe (Crazy Water Crystals), 1934. (F) short, 1931. (V) Chief Red Bird and His Tribe, 1926-32.

CHIESA, VIVIAN DELLA. Network lyric soprano. (R) Stars of the Milky Way (Milk Foundation, Inc.), 1935-36; Musical Footnotes (Footsaver Shoes), 1935-36; Then and Now (Sears Roebuck), 1936; Contented Hour (Carnation Milk), 1937; Saturday Night Party (Sealtest Laboratories), 1937; Magic Key of RCA, 1937; It Can Be done (Household Finance Co.), 1937. (V) personal appearances, 1935-36.

CHILDRE, LEW. Guitarist, singer, WWL, New Orleans. (R) local show. (V) 10 years with Traveling shows. (P) student.

CHILDS, REGGIE. Network orchestra leader. (P) Tastyeast Program, NBC.

CHRISTENSEN, PAUL. Orchestra, WOW, Omaha, Nebr.

CHRISTIANSON, ARNOLD S. Singer, guitarist, KGCU, Mandan. (R) since 1931; various local shows. Sings in German, Norwegian, Swedish, Danish.

CHRISTOPHER, CHARLES. Announcer, WHJB, Greensburg. (V) 1929-34; 1936-37. (P) motion picture operator.

CHRISTY, KEN. Network entertainer. (R) Town Hall Tonight (Sal Hepatica and Ipana).

CHURCH, LINN. Announcer, KYA, San Francisco. (R) various local shows, including Hecker H-O program. (P) commercial engineer.

CHURCH, STANLEY R. Announcer (specializes in sports), KOIN, Portland. (R) since 1933; local shows, including football broadcasts (Associated Oil), 1933-36; basketball broadcasts (Associated Oil), 1935-37. (F) Oregon Winter Sports, 1937. (P) student.

CHURCHILL, NELSON. Announcer, WNAC, Boston. (R) local shows, including transcribed commercials (Florida Citrus Assn., Coca Cola Refreshment

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Club, First National Stores programs). (L) Municipal Theatre (stock); Poli's Springfield Stock Co.

CHURCHILL, STUART. Network tenor. (R) programs for Old Gold Cigarettes, 1933; Ford, 1934-35; Corn Products, 1936; Sealtest Ice Cream and Milk, 1936-37; guest appearances for Woodbury, 1936; Swift & Co., 1936; Fred Waring Program, 1936; Hammerstein's Music Hall of the Air, 1937. (V) with Fred Waring's Orchestra and also as a featured singer.

CIPOLLA, RUDOLPH. Musician, KPO-KGO, San Francisco. (R) since 1934; various local shows, including Woman's Magazine of the Air (Gebhardt Chili Powder).

CIZEK, WILLIAM A. Program director, announcer, news commentator, WIBM, Jackson. (R) since 1930; various local shows. (L) Fritz Leiber Shakespearean Co., 1930. (P) student.

CLAFF, PHIL. Accordionist, WNAC, Boston. (R) since 1932; local shows.

CLANCY, RUSS. Assistant program director, announcer, WHN, New York. (R) since 1932; local shows on this station and WCAP, Asbury Park; WHOM, Jersey City, including Purity Bakeries program. (P) student.

CLAIRE, BERNICE. Network singer. (R) Sweetest Love Songs Ever Sung (Phillips Dental Cream); Waltz Time (Phillips Milk of Magnesia).

CLAIRE, HELEN. Network singer. (R) Twin Stars (National Biscuit Co.); others.

CLAIRE, MALCOLM. Network actor. (R) Greater Sinclair Minstrels (Sinclair Refining Co.).

CLANEY, HOWARD. Network announcer. (R) American Album of Familiar Music (Bayer Aspirin); others.

CLARE, OTTO. Pianist, KPO-KGO, San Francisco. (R) local shows, Langendorf Amateur Hour.

CLARK, ALLAN. Musical director, arranger, WKY, Oklahoma City. (R) Cutex Nail Polish program, NBC; network show, M J B Coffee program, 1932; various local shows. (L) Lucky Day.

CLARK, BUDDY. Network singer. (R) programs for I. J. Fox, 1933-35; Lucky Strike, 1936-37; guest appearances for Socony, Ex-Lax, Chevrolet. (V) 1937. (P) law student.

CLARK, DON. Producer-writer for H. N. Swanson, Inc., program producers.

CLARK, ETHEL. Program director, KLO, Ogden. (R) since 1926; local shows on this station and KHJ, KFI, KNX, KMTR, Los Angeles. (L) stock. (P) sales promotion manager.

CLARK, FRITZ. Network actor. (R) Greater Sinclair Minstrels (Sinclair Refining Co.).

CLARK, GUS. Comedian, Michigan Network. (R) various shows, including programs for Friar's Ale, 1936-37.

CLARK, JAMES B. Musical director, violinist, KFPY, Spokane. (R) various local shows on this station and WLW, Cincinnati, including Dodge Showdown Revue (Dodge).

CLARK, ORIN R. Pianist, accordionist, WHO, Des Moines. (R) local shows, including Virginia Dare Extract Co. program; Crazy Fizz (Crazy Water Crystals). (P) stenographer.

CLARK, PALMER. Network orchestra leader. (R) Acme Sunshine Melodies (Acme White Lead and Color Works); others.

CLARK, (TUBBY) FREEMAN. Staff pianist, arranger, KOL, Seattle. (R) since 1933; local shows, including Pilsener Brewery program. (V) Capers of 1933; pianist with stage band.

CLARK, VIRGINIA. Network dramatic actress. (R) Your Speech (Better Speech Institute of America), NBC, 1935; Helen Trent (Edna Wallace Hopper cosmetics); also various local shows, including Bob Becker's Dog Club of the Air (Red Heart Dog Food). (P) housewife.

CLARKE, ALLEN. Singer, KSD, St. Louis. (R) since 1930; local shows on this station and WMAQ, WGN, Chicago; KYW, Philadelphia; KNX, KFI, Los Angeles; KMOX, KWK, St. Louis, including Ward Baking Co. program, 1931. (L) Municipal Opera Co., 1927-32.

CLARKE, HARRY. Singer, organist, KSL, Salt Lake City. (R) since 1928; various local shows. (L) East Lynn, 1916; Royal Divorce, 1916; Joyland, 1917; Murmuring Birds, 1917. (V) 1915-17. (P) Student.

CLARKE, JAMES. Announcer, musician, WHIS, Bluefield. (R) since 1935; local shows. (V) M. C. for Gloom Chasers, 1936-37. Member dance bands, 1933-34; pit orchestra, 1934.

CLAUSER, AL. Guitarist, singer (Oklahoma Outlaws, manager), WHO, Des Moines. (R) since 1934; local show. (F) Rootin', Tootin' Rhythm (Republic), 1937.

CLAWSON, LEW. Singer, WHJB, Greensburg. (R) since 1932; various local shows on this station and KFAC, Los Angeles. (V) 1928-29; 1932-35. Conducts own dance band.

CLAXTON, JOHN. Actor, KGIR, Butte. (R) various local shows. (P) attorney.

CLAYTON, THOMAS E. Announcer, WLLH, Lowell. (R) since 1933; local

shows on this station and WLNH, Laconia; WFEA, Manchester, including Radio Clerk (First National Stores), 1936; Melody Lane (Diamond Match Co.), 1936.

CLEM, RUTH. Pianist, organist, KRLD, Dallas. (R) various local shows, including Fairbanks-Morse programs. Theatre organist, 8 years.

CLEMENGER, JAMES F. Announcer, producer, continuity writer, WMCA, New York. (R) since 1929; network shows include Paul Whiteman Hour (Old Gold), CBS, 1929; Hobby Horse (Leisure League of America), CBS, 1935; other shows include The Packard Program (Packard Motor Co.), 1931; Wheaties Sports Resume (Wheaties), 1935-36. (F) commercials; newsreels. (P) editor.

CLEMENS, JACK & LORETTA. Network song team, musicians. (R) programs for Maxwell House Coffee, Venida, Ivory Soap, Kirkman's Soap, Phillip Morris Cigarettes; guest appearances for Ford Motor Co., Atlantic Refining Co., Lucky Strike Cigarettes, Tastyeast. (F) Rah! Rah! Radio (Warner Bros.); Broadway Varieties. (V) Wesley Barry's Orchestra.

CLEMENT, EARLE. Announcer, singer, actor, WTAG, Worcester. (R) since 1929; local shows on this station and WEEI, Boston, including Canada Dry Question Box. (P) assistant buyer, Jordan Marsh Co.

CLEVELAND, HIBBARD. Singer, WHO, Des Moines. (R) local show, 1936-37. (P) salesman.

CLIFFER, MAURICE. Announcer, KMOX, St. Louis. (R) various shows, including programs for Listerine, Socony Vacuum, Penn Tobacco, Phillips Petroleum. (P) insurance man.

CLIFTON, JULES. Comedy gymnastics, WMCA, New York. (R) various sustaining shows. (V) 1907-37, all circuits (own act).

CLITES, MINOR. Singer, pianist, accordionist, WAAW, Omaha. (R) since 1924; various local shows on this station and KFNF, Shenandoah; WIBW, Topeka. (V) World's Most Famous Blind Musician, 1925-28.

CLOUGH, FORREST WELDON. Announcer, writer, KRBC, Abilene. (R) since 1936; local shows. (V) Texas Mustangs, 1935.

COAN, TOMMY. Musician, WHO, Des Moines. (R) since 1933; local shows, including Crazy Water Crystals program, 1937. (V) hotel engagement with Four Dons Orchestra, 1937.

COBB, DAVID. Announcer, WMC, Memphis. (R) local shows on this station and KSD, WEW, WIL, St. Louis; KXYZ, Houston. (L) Little Theatre work. (P) clerk.

COBB, IRVIN S. Network actor, humorist. (R) Irvin S. Cobb and His Paducah Plantation (Olds Motor Works). (F) Judge Priest (Fox); Steamboat Round the Bend (Fox), 1935; Everybody's Old Man (20th Century-Fox), 1936; others. (L) author of numerous plays, including Back Home, Guilty as Charged, Under Sentence. Author of many books and winner of O. Henry Award for best short story, 1922. (P) newspaper editor; war correspondent.

COBURN, JOLLY. Orchestra leader. (R) various network broadcasts. Victor recording artist.

COCHRAN, ANITA. Musician, KDB, Santa Barbara. (R) since 1934; various local shows. (P) music teacher, concert pianist, organist.

COCHRANE, JOHNNY. Band director, musician, West Virginia Network, Charleston. (R) local sustaining shows. (V) traveling bands, 4 years.

CODY, WAYNE ("The Jolly Man"). Children's entertainer, WFIL, Philadelphia. (R) since 1930; various local shows, including Whitman's Candies and Corn Products programs. (L) Topsy and Eva. (V) 1922-31.

COFFEY, J. FREEMAN. Announcer, actor, singer, WELI, New Haven. (R) since 1932; local shows. (L) Dilly-Dally Revue, 1931; Chamberlin Brown Stock Co., Riverside Theatre. (V) 1926-28. (P) student.

COFFIN, TRISTRAM C. News commentator, actor, WNAC, Boston. (R) since 1931; local shows, including programs for Firestone, Modern Mechanix, Salicon. (F) The King of Kings; The Big Trail; Beau Ideal. (L) stock. (P) student.

COGGINS, JIMMIE. Announcer, sports commentator, continuity writer, WAIM, Anderson. (R) since 1936; local shows on this station and WSPA, Spartanburg, including Coca-Cola program.

COINE, BOB (COHEN). Comedian, singer, WWL, New Orleans. (R) since 1931; local shows. (L) dramatic, musical comedy stock. (V) Gus Sun, master of ceremonies.

COLBERT, JEAN. Network dramatic actress. (R) Tastyeast Program; The Shadow; Socony Land; Kay 7; The O'Neills. (F) Death Takes a Holiday; One of the Family; shorts. (L) stock.

COLE, JOHN. Network announcer. (R) Pet Milk Cooking School; others.

COLE, MARION. Interviewer, WMCA, New York. (R) local show, Hitching Your Hobby, 1935-present. Writes Hobbies Column, New York American.

COLES, CHARLES. Singer, orchestra leader, WICC, Bridgeport. (R) since 1930; local shows. (P) music teacher.

COLES, HARRY. Announcer, continuity writer, program director, CFRN, Edmonton, Alta. (R) since 1927; local shows, including Flying Officer's Adventures (Borden Milk), 1931. (L) stock, 1921-29. (V) Two English Knuts, 1927; Two Hicks from Hicksville, 1928. (P) newspaper work.

COLEMAN, LLOYD W. Musician, WBAP, Fort Worth. (R) since 1936; various local shows.

COLEMAN, NANCY. Actress, KPO-KGO, San Francisco. (R) various shows, including Hawthorne House (Wesson Oil); Winning the West (Occidental Life Insurance Co.); Sperry Sunday Special (Sperry Flour Co.). (L) The Devil Passes, 1936-37. (P) salesgirl.

COLEMAN, WARD A. Announcer, program director, WHBB, Selma. (R) local shows. (L) Little Theatre work since 1927. (P) newspaper columnist.

COLLIER, BRUCE. Writer, producer, announcer, KFYO, Lubbock. (R) since 1936; various local shows. (F) The Payoff (Warner Bros.), 1935. (P) newspaper. Formerly in publicity department, Warner Bros., advertising department, 20th Century-Fox.

COLLINS, DEE. Network singer. (R) All Star Varieties (Norge), 1937. (V) featured soloist at Rainbow Room, N. Y., 1937.

COLLINS, IRENE. Singer, WAAT, Jersey City. (R) since 1931; shows on this station and WLW, Cincinnati; WABC, WEAF, WOR, WJZ, WNEW, New York, including Lucky Strike Program, 1931; Maxwell House Coffee Program, 1932; Harry Reser and His Eskimos, 1933; RCA Radiotrons, 1935: (P) secretary.

COLLINS, MARGARET R. Program director, WIBG, Glenside. (R) since 1934; various local shows on this station and WFIL, Philadelphia, including Favorite Melodies (Bundy Typewriter Co.), 1934-35. (P) newspaper work.

COLTON, ERNEST J. Singer, CKWX, Vancouver, B. C. (R) since 1929; local shows. (L) Florado, 1932.

COMSTOCK, WILLIAM H. Network comedian. (R) programs for M.J.B. Coffee, Pepsodent, 1936, Ford Motors, 1937.

COMTE, GEORGE R. Announcer, WTMJ, Milwaukee. (R) since 1935; local shows. (P) student.

COMPTON, WALTER (KNOBELOCH). Announcer, WOL, Washington. (R) various local shows. (P) college instructor.

CONDON, EVA. Network character actress. (R) Eddie Cantor's Program, 1934; True Adventures (Macfadden Publications), 1937; guest appearance, Lux Program (in Late Christopher Bean), 1935. (L) A Single Man; Gods of the Lightning; Small Miracle; The Hook-Up.

CONDON, MAURICE. Continuity director, announcer, WGAR, Cleveland. (R) since 1934; local shows, including Ozark Mountain Boys (Fels Naptha Soap), 1935; Minit Interviews (Minit Rub), 1936. (P) student.

CONE, E. THORNTON. Sound effects engineer, KHJ, Los Angeles. (R) Parties at Pickfair (Associated Ice Dealers), CBS; local shows, including programs for General Petroleum, Hinds Honey and Almond Cream, Folger's Coffee. (P) advertising, publicity.

CONN, EVA (LOUISIANA LOU). Singer, WHO, Des Moines. (R) since 1933; local shows. Has also made recordings.

CONNALLY, BROOKS. Announcer, WIND, Gary. (R) various local shows, including Atlantic Brewing and Joseph Hilton programs. (P) journalist.

CONNERY, JOHN. Actor, WMCA, New York. (R) various shows, including Five Star Final (third year). (L) Hamlet (with John Barrymore); Lysistrata.

CONNOLLY, DUDLEY J. Production manager, announcer, WBRC, Birmingham. (R) since 1930; local shows, including The Old Stanbacker (Stanback Remedy Co.), 1936-37. (P) radio engineer.

CONNOLLY, JOHN M. Announcer, station manager, WBRC, Birmingham. (R) since 1936; various local shows. (P) clerical work.

CONNOLLY, JOSEPH T. News editor, writer, WFIL, Philadelphia. (R) since 1935; commercials for various local shows. (P) press agent, Fox and Locust St. Theatres.

CONRAD, DICK. Singer, guitarist, WCBA-WSAN, Allentown. (R) since 1933; local shows, including Horn & Hardart Children's Hour, 1933-37; Tastyeast program, 1936. (L) Tomorrow at 12, 1935; others. (P) bookkeeper.

CONRAD, JOHN. Director, KWK, St. Louis. (R) local shows. (P) student.

CONRAD, STAN. Announcer, WKRC, Cincinnati. (R) since 1934; Time Turns

Back (Mutual), 1936; also various local shows on this station and KFYO, Lubbock; WSAZ, Huntington; WCHS, Charleston; WLW, Cincinnati. (V) Charleston act, theatres and night clubs, 1925-26.

CONTE, JOHN. Announcer, KHJ, Los Angeles. (R) since 1936; local shows, including Mobile Magazine (General Petroleum), 1936; National Life Insurance program, 1936-37. (L) Pasadena Community Playhouse, 1934-35.

CONTINI, ROCCO. Opera, concert singer, WJBO, Baton Rouge. (R) since 1934; various local shows. (L) Cincinnati Conservatory of Music Opera Productions.

COOGAN, JACKIE. Network actor. (R) Log Cabin Dude Ranch (Log Cabin Syrup). (F) The Kid; Peck's Bad Boy; My Boy; Old Clothes; Johnny Get Your Gun; many others. (V) tour with Betty Grable, 1936.

COOK, FORREST. Announcer, WDZ, Tuscola. (R) since 1935; local shows on this station and WHBF, Rock Island.

COOK, JOE. Network comedian. (R) Shell Chateau (Shell Oil). (F) Rain or Shine (Columbia); others. (L) Earl Carroll's Vanities; Rain or Shine; Hold Your Horses. (V) Dr. Buckner's Medicine Show; Juggling Barretts; own act, known as The One Man Show.

COOK, OLLIE D. Program director, news commentator, chief announcer, KFYO, Lubbock.

COOK, PHIL. Network master of ceremonies, singer, one man show. (R) for 15 years; shows include Quaker Oats program, 1930-32; Morning Almanac.

COOKE, EDITH P. Women's programs, WMCA, New York. (R) since 1926; various local shows. Formerly manager of WOR's Newark Studio.

COOKE, FRANK E. Announcer, WEBC, Duluth. (R) since 1928; local shows on this station and WISN, Milwaukee; KOL, Seattle; KPO, San Francisco. (P) electrical engineer.

COOL, GOMER. Writer, actor, musician, KMBC, Kansas City. (R) since 1929; local shows, including Red Horse Ranch (Socony-Vacuum), 1935; Gossip Club (General Electric Co.), 1936. (P) school.

COOLEY, FRANK. Actor, KPO-KGO, San Francisco. (R) since 1934; various shows, including Little Orphan Annie (Ovaltine), 1934; One Man's Family (Standard Brands), 1934-37; Crime Club

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(Eno Effervescent Salt); Wheatena Program, 1935. (F) Fox Films; director, actor, American Film Co. (L) Bird of Paradise. (P) deputy county clerk.

COONEY, BERNARD E. Singer, guitarist, KWG, Stockton. (R) local shows on this and 34 other stations. (P) bank employee.

COONEY, EDWARD E. Program director, announcer. KGVO, Missoula. (R) since 1935; local shows, including Texaco Newscasts (Texas Oil Co.), 1935-37.

COOPER, GRACE. Reader, KPO-KGO, San Francisco. (R) various shows, including Death Valley Days (Pacific Coast Borax); Sperry Special (Sperry Flour Co.) (L) stock. (V) 1934.

COOPER, J. H. News commentator, WBNS, Columbus. (R) since 1933; local shows. (L) stock, 1909-1929. (V) 1907-1909. (P) U. S. Military Service.

COOPER, JACK L. Announcer, WSBC, Chicago. (R) since 1925; local shows on this station and WCAP, Washington.

COOPER, JAMES. Announcer, KVOL, Lafayette. (R) various local shows on this station and WHEF, Kosciusko; WMFN, Grenada, including football broadcasts for Dr. Pepper's Beverages.

COOPER, JERRY. Network singer. (R) Pompeian Beauty Cream Program, 1935; Krueger Beer Program, 1935; Hollywood Hotel, 1937. (V) Theatres and night clubs, 1934-36. (P) bank clerk, baseball player.

COOPER, MAUDE D. Commentator on women's hour, WCOL, Columbus. (R) since 1934; local shows. (L) stock, 1918-28. (V) song and dance act, 1911-18.

COOPRIDER, KENNETH. Singer, comedian, WWVA, Wheeling. (R) since 1936; local shows, including Willard's Message of Relief (Willard Tablet Co.), 1936. (P) contract work.

CORBIN, JIMMY. Singer, pianist, organist, Iowa Broadcasting Co. (R) since 1930; various shows on this network and stations WHO, KSO, Des Moines; WTMT, Milwaukee; KMOK, St. Louis; WJJD, WBBM, Chicago, including programs for Crazy Crystals, 1932, Standard Oil, 1933. (V) Hot Chocolate Minstrels. (P) student.

CORDON, NORMAN. Network baritone. (R) Metropolitan Opera (Radio Corporation of America); guest appearances, Shell Chateau, RCA Magic Key.

CORNELL, RUDY. Announcer, production manager, KMTR, Los Angeles. (R) various local shows, including programs for Associated Oil; Christian Science Monitor News. (L) Badmen (San Diego Exposition), 1935.

CORNHUSKERS (Margaret Carter, Helen Carter, Pedro Tavora, Stanley Rucker). Singers, musicians, KMA, Shenandoah. (R) since 1926; local shows on this station and KVOO, Tulsa.

CORRIGAN, JOHN J. Announcer, program director, actor, WCBS, Springfield. (R) since 1933; local shows.

CORRY, RUSSELL A. Pianist, WHO, Des Moines. (R) local sustaining shows. Leader of hotel orchestra and floor show.

COSLETT, FRANKLIN D. Announcer, program director, WBRE, Wilkes-Barre. (R) since 1934; local shows. (L) Shawnee Summer Theatre, 1934. (V) m. c., various theatres. (P) newspaper reporter.

COSTELLO, DON. Network actor. (R) News of Youth (Watf Baking Co.).

COSTELLO, W. J. Announcer, writer, KGVO, Missoula. (R) since 1935; local shows. (P) student.

COSTLEY, HARRY. Announcer, singer, WJTN, Jamestown. (R) since 1935; local shows on this station and CFLC, Ontario, including Musical Moments (Chevrolet), 1935; News (Kellogg), Philco Newscaster, 1937.

COUGHLAN, FATHER. Network speaker. (R) Father Coughlan (Social Justice Publishing Co.).

COUGHLAN, ROLLA. Orchestra leader, pianist, KW, St. Louis. (R) local shows. (V) appearances with Irving Rose Orchestra.

COURBOIN, DR. CHARLES M. Concert organist, WOR, New York. (R) Mutual Broadcasting Series of Concerts (sustaining), 1935 to date; guest appearances with Cincinnati Symphony Orchestra and RCA Magic Key program.

COWAN, IRENE. Actress, singer, KDKA, Pittsburgh. (R) various local shows, including Pittsburgh Symphony (Pittsburgh Plate Glass Co.), 1936. (L) stock, 1934. George Sharpe Players, 1935-36. (V) The Brown Girls, The Dictators, 1927-28.

COWARD, NOEL. Actor and playwright. (R) various network guest appearances. (F) The Scoundrel. (L) produced and acted Tonight at 8:30; Private Lives; Cavalcade; Bitter Sweet; This Year of Grace; others. (V).

COWEN, JEANE. Singer, pianist, actress, KPO-KGO, San Francisco. (R) various shows, including Hawthorne House (Wesson Oil), 1936-37. (F) Gold

Diggers of 1933 (Warner Bros.), 1933; Follow the Fleet (RKO), 1935. Singing voice double for Joan Blondell, Leila Hyams, Dorothy Mackail, Betty Grable.

COWBOY PHIL. Cowboy singer, WHJB, Greensburg. (R) since 1933; various local shows. (V) Kentucky Mt. Boys; (P) student.

COWDEN, JACK. Juvenile actor, KPO-KGO, San Francisco. (R) since 1932; various shows, including Little Orphan Annie (Ovaltine), 1932-34; Memory Lane (Socony Oil).

COWLING, SAMUEL T. Singer (Three Romeos trio), musician, WHAS, Louisville. (R) since 1934; various shows, including Oertel Radio Theatre (Oertel Brewing Co.), 1936-37.

COX, MELVIN ("SLIM"). Violinist, singer, WWVA, Wheeling. (R) since 1932; local shows including Peruna program, 1935-37. (V) Flying X Ranch Rodeo, 1933-35.

COY, JAMES. Announcer, actor, KMBC, Kansas City. (R) since 1936; local shows. (L) The Virginian, 1927; The Rock, 1933. (P) student.

COZZI, MARIO. Network entertainer. (R) The Allegheny Metal Show (Allegheny Steel).

COZZIE, MARIO LORIS. Network singer. (R) Concert Footlights.

CRAIG, MAYNARD. Continuity writer, announcer, WKRC, Cincinnati. (R) since 1932; various shows on this station and WBNS, Columbus. (P) sales manager.

CRAIG, PATRICIA. Actress, KPO-KGO, San Francisco. (R) various shows, including Winning the West (Occidental Life Insurance Co.), 1936; Death Valley Days (Pacific Coast Borax), 1937. (P) secretary, Little Theatre School.

CRAIG, RENA. Free lance dramatic actress. (R) Ave Maria, St. Anthony (Graymoor Franciscan Friars), 1936-37; Fisher Baking Co. program, 1936-37; others. (L) Romeo and Juliet, with Katharine Cornell (road show), 1935; stock, 1934-36. (P) model.

CRAIG, WALTER. Network writer, producer. (R) programs for Chevrolet, Life Savers, Carter Medicine, Coca Cola, Wheatena, Rexall Drugs.

CRANDALL, DOROTHY. Musician, WTAM, Cleveland. (R) various local shows on this station and WHK, Cleveland. Formerly played in pit orchestra.

CRARY, CLARENCE M. Announcer, singer, comedian, KGER, Long Beach. (R) since 1927; various local shows on this station and KFOX, Long Beach. (F) Disappearing Juice (Mack Sennett Studio), 1932. (C) Tadpole & Molly, 1935. (C.P) banking and insurance.

CRAVENS, KATHRYN. Network commentator. (R) News Through a Woman's Eyes (Pontiac Motor Co.); various local shows on KMOX, St. Louis, including programs for Household Finance Co. (F) Fox Film Co., 1922. (L) stock; The Barker; Reunion in Vienna; The Modern Virgin. (P) student.

CRAWFORD, MR. & MRS. JESSE. Network organists. (R) Poet of the Organ (Royal Typewriting Co.), CBS; NBC sustaining shows; guest appearances on Ben Bernie Show. (F) Vitaphone Short. Staff organist, Paramount Theatre, N. Y., six years; also various recordings.

CRAWFORD, ROBERT G. Singer, KMBC, Kansas City. (R) since 1931; local shows on this station and WHB, Kansas City, including Red Horse Ranch (Standard Oil). (V) 1934.

CRAWFORD, ROBERT P. Announcer, WEBC, Duluth. (R) various local shows on this station and KSTP, WDGY, Minneapolis-St. Paul.

CRAWFORD, ROBERT P. Announcer, KSTP, St. Paul.

CRAWFORD, VERNON. Announcer, WFIL, Philadelphia, (R) since 1934; various local shows. (P) newspaper reporting. Also radio continuity.

CREED, DONNA. Network actress. (R) Couple Next Door (Procter & Gamble).

CREMEENS, GEORGE. Announcer, KGLO, Mason City. (R) various local shows.

CREWE, CHARLES W. Commentator, writer, KROC, Rochester. (P) government employee.

CRITES, DALBEY. Musician, WFAA, Dallas. (R) since 1934; local shows, including Dr. Pepper program, 1935-37. (F) Big Broadcast (Paramount), 1932.

CRITZES, SONIA. Child singer, tap dancer, WBIG, Greensboro. (R) since 1937; local shows, including guest appearances, Huntley Stockton Hill program (General Electric), 1937.

CROCKER, ALVIN A. Pianist, composer, WDAF, Kansas City. Author of In an Old-fashioned Garden, Down That Rocky Mountain Trail, I'm Sorry, and others, recorded by various companies.

CRONENBOLD, EDWARD ("TOOKIE"). Singer, KMBC, Kansas City. (R) since 1932; local shows, including Red Horse Ranch (Standard Oil), 1935; Purina Hog Chow Spots, 1936; Red Heart Dog Food program, 1935-36. (P) landscaper.

CRONIN, FRANCIS J. Organist, WNAC,

Boston. (R) since 1930; various shows, including programs for Coward Shoes, 1933; Firestone Tires, 1934; Lin-x, 1935; Gillette Razor, 1936. Formerly theatre organist.

CROOKS, RICHARD. Network, concert, opera singer, (R) Voice of Firestone (Firestone Tire and Rubber Co.).

CROSBY, BING. Network singer, master of ceremonies. (R) CBS shows, Old Gold program (with Paul Whiteman); Chesterfield Show, 1933; Woodbury program, 1933; Kraft Music Hall (Kraft Cheese), since 1935. (F) The Big Broadcast (Paramount); College Humor, Too Much Harmony (Paramount), 1933; Going Hollywood (MGM), 1933; We're Not Dressing (Paramount), 1934; Rhythm on the Range; Waikiki Wedding; others. (V). Was with Paul Whiteman as part of a trio.

CROSBY, BOB. Network orchestra leader. (R) Rogers & Gallet Program; 1935. (F) shorts (Paramount), 1933. (V) Theatrical engagements, 1933-37.

CROSS, LAURANCE. Commentator, writer, producer, KPO-KGO, San Francisco. (R) since 1932; various shows, including programs for Albers Milling Co., Carnation Milk, 1932-33. (P) minister, writer.

CROSS, MILTON J. Network announcer. (R) Magic Key of RCA; General Motors program; The Children's Hour; On a Bus, NBC. (P) music student.

CROSSLEY, PATSY. Dramatic child actress, WBAP, Fort Worth. (R) since 1935; local shows.

CROUSE, IRENE & ORLENE. Hillbilly duet, KMA, Shenandoah. (R) local shows, including May Seed Co. program.

CRUMIT, FRANK. Network singer. (R) various shows, including Blackstone Plantation (Blackstone Cigars); Tea Time (Bond Bread). (L) No, No, Nanette; Queen High; Betty Be Good. (V).

CRUSE, VERA HELEN. Singer, mistress of ceremonies, WELI, New Haven. (R) since 1936; local shows. (P) student. Vocalist with various orchestras.

CRUISENBERRY, JANE. Network script writer. (R) The Story of Mary Marlin (Kleenex; P. & G., for Ivory Soap).

CROWLEY, MATT. Network actor. (R) John's Other Wife (Angeles Lipstick); Myrt & Marge (Super Suds).

CUCCHIARA, SALVATORE. Operatic singer, Michigan Network. (R) various local shows, including Big Broadcast (R. G. Dun Cigars), 1936. Soloist with Detroit Symphony, 1934. Detroit Philharmonic, 1935.

CUDDY, LUCY. Writer, producer, KSFO, San Francisco. (R) various shows on this station and KFI, Los Angeles; KGO-KPO, KFRC, San Francisco, including programs for Standard Oil. (L) stock. (P) head of drama and literature, San Francisco State College.

CUELOM, J. CLARK. Musician, KPDN, Pampa. (L) dramatic stock.

CUFFE, WALTER A. Singer, WMEX, Boston. (R) local sustaining shows. (V) Cuffe Bros., Walter Cuffe and Sisters, Ruth and Walter, 1926-33. (P) salesman.

CULPEPPER, A. M. Commentator on musical program, WJBO, Baton Rouge. (R) instructor and director, Louisiana State University School of Music and commentator on L.S.U. Music Appreciation Hour. (F) musical short (Warner Bros.), 1936. (V) appearance as director of Louisiana Kings, dance orchestra.

CULVER, HAL. Announcer, entertainer, KWK, St. Louis. (R) since 1931; local shows on this station and WLAC, Nashville; WGBF, Evansville; WMBD, Peoria, including Silvertown Tires Trio, 1931; Sears, Roebuck program, 1932. (P) student).

CUNNEEN, NORA. Network entertainer. (R) National Barn Dance and Uncle Ezra (Alka-Seltze).

CUNNINGHAM, ARCHIE. Singer, pianist, announcer, whistler, CKCL, Toronto, Ontario. (R) various local shows. (V) The Musical Eckardt Swiss Ringers, 1915.

CUNNINGHAM, BOB. Program director, announcer, KOIL, Omaha. (R) since 1936; local shows, including Homespun Views on Current News (Quaker Petroleum). (P) reporter.

CUNNINGHAM, HOMER L. Announcer, continuity writer, actor, singer, WCHS, Charleston. (R) since 1929; local shows on this station and WSAZ, Huntington, including Organ Reveries (Household Finance). (V) Southern Four Quartet, 1931. (P) student.

CUNNINGHAM, LOREN A. Singer, WHO, Des Moines. (R) local show, 1937. (P) student.

CURD, SUE. Singer, WFAA, Dallas. (R) since 1936; local shows.

CURLEY, LEO. Network entertainer. (R) Log Cabin Dude Ranch (Log Cabin Syrup).

CURLEY, PAUL. Announcer, WMEX, Boston. (R) local participation program. (P) publicity, engineering.

CURREN, JACK. Singer, announcer, WFBL, Syracuse. (R) since 1931; various shows on this station and WLW, WKRC, Cincinnati, including A & P programs.

CURRIE, HARRY. Musical director, musician, WHAS, Louisville. (R) since 1935; various shows, including Lady Beautiful (Armand), 1935; Kate Smith (A & P Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Ed Wynn, 1927; Al Jolson, 1929. (V) Coburn Minstrels, 1913; Al G. Barnes Circus, 1914; others.

CURRIER, MERRILL. Announcer, news editor, KFNF, Shenandoah. (R) local shows on this station and KMA, Shenandoah. (P) circulation manager, newspaper.

CURTIN, D. THOMAS. Network writer, lecturer. (R) Death Valley Days (Pacific Coast Borax Co.), 1932; Five-Star Theatre (Standard Oil Co. of New Jersey), 1933; Stories of the Black Chamber (Forhan's), 1934; Echoes of New York Town (Consolidated Edison Co.), 1935-37. (P) news correspondent.

CURTIS, JACK. Singer, WIP, Philadelphia. (R) Armco Mince Meat program. (P) insurance agent. Featured singer with Howard Lanin Orchestra.

CZERWONKY, RICHARD. Network orchestra leader. (R) Headin' South (Illinois Railroad Co.).

CZUBACHOWSKI, LAWRENCE. Polish announcer, singer, WSBC, Chicago. (R) various local shows on this station and WCFL, WJJD, WLS, WGES, Chicago. (L) Chicago Polish Productions, 1927-36.

CZYZEWSKI, FRANK. Announcer, WSBT-WFAM, South Bend. (R) since 1929; local Polish show. (P) student. Polish editor, South Bend Tribune, since 1929.

D

DADY, RAY E. News commentator, KWK, St. Louis. (R) since 1934; local shows, including Westinghouse program, 1936. (P) secretary, writer.

DAFOE, ALLEN ROY. Network talks. (R) Dr. Allen Roy Dafoe (Lehn & Fink for Lysol).

DAHLQUIST, FREDERICK C. Network program director (President, American Radio Features). (R) Tarzan of the Apes; Once Upon a Time; Charlie Chan. (P) newspaper man.

DAILEY, ELSIE & LIPPERT, HERBERT. Pianist and singer, WSGN, Birmingham. (R) local shows on this station and WCFL, WENR, Chicago.

DAILEY, TOM. Announcer, writer, KWK, St. Louis. (R) since 1929; local shows, including Fisk Tires program, 1934-35.

EDDIE DAVIS

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EDDIE CANTOR

(V) guest appearances, 1928. (P) steel construction.

DALE, CARLOTTA. Singer, KYW, Philadelphia. (R) since 1934; local shows, including Koppers Koke, 1934; Stanley Drugs, 1936; Ford Programs, 1935. (V) 1934. (P) sang at various hotels.

DALTON, JACK (DALTON BOYS). Network singer. (R) Palmer House Serenade (Palmer House Hotel), 1935; Death Valley Days (Pacific Coast Borax), 1936; Atlantic Family (Atlantic Refining Co.), 1936). (F) Rah! Rah! Rhythm! (20th Century Fox), 1936. (V) B & K Theatres, 1935; Dalton Boys (RKO), 1936. (P) college.

DALTON, KELLY (DALTON BOYS). Network singer. (R) Palmer House Serenade (Palmer House Hotel), 1935; Atlantic Family (Atlantic Refining Co.), 1936; Death Valley Days (Pacific Coast Borax), 1936. (F) Rah! Rah! Rhythm! (20th Century Fox). (V) B & K Theatres, 1935; RKO Theatres, 1936. (P) accountant.

DALTON, PETE (DALTON BOYS). Network singer. (R) Palmer House Serenade (Palmer House Hotel); Atlantic Family (Atlantic Refining Co.), 1936; Death Valley Days (Pacific Coast Borax), 1936. (F) Rah! Rah! Rhythm! (20th Century Fox), 1936. (V) B & K Theatres, 1935; RKO Theatres, 1936. (P) college.

DALY, CHARLES. Program director, M.C., Iowa Broadcasting Co. (R) various shows on this network and stations KFRU, Columbia, and KSO-KRNT, Des Moines, including Georgie Porgie Breakfast Foods Shows; Range Hands (Packard), 1927-28. (F) Charlie Chase Comedies (Pathe), 1927-29. (P) banker, civil engineer.

DAMERAL, DONNA. Network actress. (R) Myrt & Marge. (Wrigley's Chewing Gum; Colgate-Palmolive-Peet for Super Suds).

DAMERAL, GEORGE, JR. Network actor. (R) Myrt & Marge (Colgate-Palmolive-Peet for Super Suds; also Wrigley).

DAMERON, CHARLES. Network actor. (R) Famous Jury Trials (Mennen Co.).

DAMSON, BETH. Food technician, commentator, KPO-KGO, San Francisco. (R) various shows, including Pet Milky Way (Pet Milk Co.), 1934-36.

DANGLA, STEPHEN. News, sports commentator, traffic manager, CKLW, Detroit.

DARLING, DENVER. Hillbilly singer, guitarist, KDKA, Pittsburgh. (R) sustaining shows for NBC; also local shows, including Alka-Seltzer program. Has also made Gennett Recordings.

D'ARTEAGA, ALFONSO. Network orchestra leader. (R) Jack Benny program (Jello) 1937. (V).

DAVENPORT, ALICE. Network dramatic actress. (R) Du Pont Hour (E. I. Du Pont); Goodyear Tire Program; Wheatenaville Series (Wheatena); Girl Who Lives Next Door; Crime Club (Eno Salts). (L) Remote Control; Stepping Sisters; Courage; Abie's Irish Rose.

DAVENPORT, JAMES E. Pianist, musician, WMC, Memphis. (R) since 1934; various local shows. (P) student.

DAVID HARUM (Wilmer Walter). Network actor. (R) David Harum (B. T. Babbitt for Bab-O). For complete write-up see Wilmer Walter.

DAVID, RUSSELL F. Pianist, arranger, KSD, St. Louis. (R) since 1932; local shows, including Standard Oil, 1934; Barnsdall Oil, 1936. (V) Art Jarrett Orch., 1935-36.

DAVID, TOBY. Comedian, CKLW, Detroit. (R) since 1936; local shows, including Philco Hour (Philco Radio & Television Corp.), 1936. (P) draftsman.

DAVIDSON, ALFRED. Musician, KMOX, St. Louis. (R) since 1934; local shows, including programs for Dodge Bros., 1934; Listerine, 1936. (V) various theatres, since 1926.

DAVIES, DON W. Singer, KOA, Denver. (R) since 1936; local shows. (L) Central City Opera, The Gondoliers, 1936; Grand Opera, 1934-37. (P) student.

DAVIES, EDWARD. Network singer. (R) programs for Hoover, Commonwealth Edison, Climalene. (L) The Student Prince. (V).

DAVIES, LILLIAN. Elocutionist, CFCT, Victoria, B. C. (R) various local shows. (P) student.

DAVIES, M. C. Musician, CKLW, Detroit. (P) rector, Anglican Church.

DAVIS, EDDIE. Network writer. (R) material for Eddie Cantor, exclusively.

DAVIS, PHIL. Network orchestra leader. (R) Money and Music (Numismatic Co.),

DAVIS, G. LEE. Sports announcer, WCBM, Baltimore. (R) since 1929; local shows, including baseball broadcasts (General Mills), 1936-37.

DAVIS, GILBERT. Musician (piano), WOW, Omaha, Nebr. (L) A. B. Marcus Show, 1929-30. (P) pit pianist.

DAVIS, KARL V. Musician, WJJD, Chicago. (R) since 1932; local shows, including programs for Olson Rug, 1934;

Alka-Seltzer, 1935. (V) WLS Road Shows, 1933-36.

DAVIS, LYNN. Musician, WHIS, Bluefield. (R) since 1934; local shows. (V) Echoes of the Hills, 1935; Shorty & Krazy Hillbillies, 1936; Gloom Chasers, 1937.

DAVIS, MARION. Singer, WAAW, Omaha. . (R) since 1933; Breakfast Club of the Air (NBC), 1933; local shows on this station and WOW, KOIL, Omaha. (V) hotel appearances, 1937.

DAVIS, ROMA. Singer, Michigan Network. (R) since 1930; various shows, including Big Parade (A & P Tea Co.), 1934; Big Broadcast (R. G. Dun Cigar Co.), 1936. (V) Melody Revue, 1931; night club engagements. (P) stenographer.

DAVIS, RUSS. Announcer, KWTO, Springfield. (R) since 1928; various shows on this station and KMBC, Kansas City. (L) Hampton Players. (V) KWTO-KGBX Barn Dance.

DAVIS, RUTH. Singer, WAVE, Louisville. (R) since 1936; local sustaining and commercial shows.

DAVIS, SHELBY. Singer, WJJD, Chicago. (R) various local shows. (F) short (Ted Weems Orchestra). (V) Cumberland Ridge Runners. (P) student.

DAWN, CHARLES (BEINTKER). Singer, master of ceremonies, musician, WIL, St. Louis. (R) since 1933; various local shows. (L) The New Moon, 1930. (P) accountant.

DAWSON, JAN. Actor, KOA, Denver. (R) since 1931; local shows. (L) The Silver Cord, 1932; Judgment Day, 1936. (P) dramatics teacher.

DAWSON, NICK. Network actor. (R) (with Elsie Hitz) Dangerous Paradise and Follow the Moon (Woodbury). (L) stock and stage. (V) Barnum & Bailey Circus. (P) cow puncher.

DAY, JACK. Announcer, WSJS, Winston-Salem. (R) local shows on this station and WBAL, Baltimore; WDNC, Durham; WMFR, High Point. (F) A Story of Early Maryland. (L) 1934-36. (P) student.

DAY, ELIZABETH. Network actress. (R) Five-Star Jones, 1935-36; Broadway Varieties. (L) The Web; The World Between, 1932; Dinner at Eight, 1933.

DAY, JAMES. Singer, comedian, WDZ, Tuscola. (R) since 1936; local shows. (V) 1936-37.

DAY, JANE. Actress, script writer, WNAC, Boston. (R) since 1934; local shows, including Krackerland School (Educator Biscuit Co.), 1934; Affairs of the Hemingways (Salicon), 1936.

DAY, JEANE. Singer, actress, West Virginia Network. (R) local shows on this station and WLW, Cincinnati. (L) WCHS Drama Guild. (V) Traveling band, three years.

DE ANDREA, VIVIAN. Singer, WFFA, Dallas. (R) since 1936; local shows. (L) Shoestring Follies, 1935-36. (V) 1935. (P) secretary.

DE ANGELIS, DICK. Announcer, KJBS, San Francisco. (R) since 1930; various shows on this station and KNX, Los Angeles; WBNY, Buffalo; KXA, Seattle. (F) The King of Jazz (Universal), 1931; The Life of Riley (RKO), 1932; Madame Satan (MGM), 1934. (L) The Racket (Ed. G. Robinson Co.). (V) Dailey Paskman's Radio Minstrels, 1929-30.

DE DE (DOROTHY DUNSTAN). Narrator. KFI-KECA, Los Angeles. (R) local shows. (L) dramatic stock, 1918-20. Dramatic recitals, Shakesperian and classical repertoire, here and abroad.

DE FREITAS, WILLIAM R. (DICK). Announcer, WJRD, Tuscaloosa. (R) various local shows. (P) student.

DE LA LAING, GILBERT. Staff announcer, KRE, Berkeley. (P) school.

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DE LANEY, GLOVER. Master of ceremonies, WESG, Elmira. (R) since 1934; local shows on this station and WFBL, Syracuse.

DE LEATH, VAUGHN. Network singer, pianist, continuity writer. (R) programs for Firestone Rubber Co.; Dodge Automobiles; Cities Service; Wrigley's Chewing Gum; Log Cabin Syrup; Palmolive Soap; Battle Creek Foods; Dioxogen Cream; guest appearance on Maxwell House Coffee Program. (V).

DE LEE, JEANNE. Network actress. (R) Your Parlor Playhouse (Lovely Lady Cosmetics).

DE LYS, GOGO. Network popular singer. (R) various shows, including programs for Swift & Co. (with Phil Baker), Lucky Strike, Bond Bread, Washington Coffee, Minute Tapioca. (L) stock. (V) theatre engagements.

DE MILLE, CECIL B. Network producer. (R) Lux Radio Theatre (Lever Bros.), 1936-37. (F) The Virginian, The Rose of the Rancho, The Captive, The Cheat, The Trail of the Lonesome Pine, The Devil Stone, Forbidden Fruit, Manslaughter, The Ten Commandments, Feet of Clay, The Volga Boatman, The Plainsman; many others. (L) The Prince Chap, Lord Chumley; wrote The Stampede, The Royal Mounted, The Return of Peter Grimm. (P) college.

DE REUS, RALPH. Singer, WHBF, Rock Island. (R) local show.

DE ROSE, PETER. Network singer, writer. (R) Calling All Sweethearts (Humphreys Homeopathic Medicine).

DE RUIZ, LARRY. Singer, KDB, Santa Barbara. (R) various local shows on KDB and Don Lee Network.

DE SYLVARA, BEATRICE. Network programs for women. (R) How to Be Charming (Phillips Facial Cream).

DE VANEY, MAXINE. Continuity writer, WMBH, Joplin. (R) since 1930, local shows.

DE VORE SISTERS. Network singers. (R) Vocal Varieties (Lewis-Howe Co. for Tums).

DE VORE, THOMAS WILLIAM. Continuity, production, WBNS, Columbus. (R) since 1934; local shows. (L) dramatic stock, 1931-32. (P) salesman.

DEE, MARGARET. Network actress. (R) Ma and Pa (Atlantic Refining).

DEE, SALLY. Actress, WOW, Omaha, Nebr. (R) since 1931; various local shows. Several years dramatic work in stock; as dancer and singer in vaudeville. Also professional dancer and instructor.

DEAN, BEVERLY. News editor, actor, WHK-WJAY, Cleveland. (R) various local shows, including Your Neighbors (I. J. Fox), 1936-37. (P) newspaper, advertising agency.

DEAN, EDDIE. Network actor. (R) Modern Cinderella (General Mills).

DEAN, EDDIE. Network singer, musician, actor. (R) Gold Medal Minstrels (Mutual); Modern Cinderella (Mutual, CBS). (V) Ernie Young's Revue, 1927-28. (P) machinist.

DEAN, FREDDIE. Guitarist, bass violinist, singer, KGNC, Amarillo. (R) since 1933; various local shows, including The Hi Flyers (Acme Coffee), 1934-35. (V) The Hi Flyers, Centennial Swing Band, Sons of the West, 1936-37. (P) tailor.

DEAN, SHIRLEY. Singer, entertainer, KWK, St. Louis. (R) local shows on this and other St. Louis stations. (P) student.

DEANE, BOBBE (MAXWELL). Comedienne, KPO-KGO, San Francisco. (R) since 1928; various local shows, including programs for Associated Oil Co., 1928-31; General Petroleum, 1931-35; Wander Co., 1935-36; Tillamook; Campbell's Tomato Juice. (L) stock, 1917-21.

DEBONAIRS MALE TRIO. Network singers. (R) Krueger Musical Toast (Kruger Brewing Co.).

DECKER, BOB. Actor, WBAP, Fort Worth. (R) since 1935; local sustaining show. (P) student.

DECKER, DELLA WEST. Writer, WBAP, Fort Worth. (R) since 1934; various local shows. Contributor to several national magazines.

DEHN, DORIS. Singer of ballads, popular music, WPG, Atlantic City.

DEIHL, ROBERT G. Announcer, violinist, WHP, Harrisburg. (R) since 1932; local show on this station and WOR, Newark, including Lonely Troubador (Listerine Tooth Paste).

DEL GROSSO, ANN. Blues singer (juveniles), WATR, Waterbury. (R) since 1935; local shows. (V) 1935. (P) student.

DELL, JUDY. Singer, WGAR, Cleveland. (R) sustaining shows. (P) personal appearances with band.

DELFINO, ROMEO J. Pianist, WATR, Waterbury. (R) since 1935; local shows. (P) student.

DELMAR, KENNETH. Network dialectician, juvenile and character actor. (R)

March of Time (Time Magazine), 1936-37; Jungle Jim (American Weekly), 1936-37; News of Youth (Ward Baking Co.), 1937. (F) Messenger of Mars; The Two Orphans (D. W. Griffith). (L) Prince and the Pauper. (V) Seven Rosebuds, 1921; Kenneth & Kay Sisters; Stars of Tomorrow.

DEMBY, EMANUEL H. Writer, WMCA, New York. (R) local shows. (P) free lance reporter, N. Y. Times.

DEMLING, WILLIAM J. Writer, comedian, KFWB, Los Angeles. (R) since 1930; Lifetime Revue (Sheaffer Pen Co.), NBC, 1932; Hollywood Hotel (Campbell Soup), CBS, 1935; various local shows on this station and WJR, Detroit; KHJ, Los Angeles; including Merrymakers (Ford Motor Co.), 1932-34. (L) Rhythm Madness, 1935.

DENBURGER, PAUL. Actor, WHO, Des Moines. (R) since 1936; local shows. (L) Ralph Bellamy Players, Clement Walsh Players. (V) comedy skit, Their Folks.

DENNIS, BERNIE. Singer, WHK-WJAY, Cleveland. (R) various local shows including Bernie & the Boys (Pontiac Dealers), 1937.

DENNIS, LLOYD WESLEY. Announcer, WBZ, Boston. (R) since 1929; various local shows. (P) student.

DENNIS, STANLEY ("SKEETER"). Cowboy musician, KTRB, Modesto. (R) local show.

DENNY, GEORGE V., JR. Founder and director of America's Town Meeting of the Air, presented by League for Political Education (NBC), 1935 to date. Formerly director of Institute of Arts and Sciences, Columbia University.

DENNY, JACK. Network orchestra leader. (R) various shows for Continental Oil, Rheingold Beer, American Rolling Mills, American Tobacco, Whitman's Candy. (F) Vitaphone shorts. (V) various theatres.

DENTON, JAMES. Guitarist, WHK-WJAY, Cleveland. (R) since 1936; local shows, including Pontiac Dealers program, 1937. (P) electrical repairman.

DERRY, ERNEST J., JR. Singer (Three Cheers Trio), KPO-KGO, San Francisco. (R) since 1931; various shows including programs for Lucky Strike, 1932, Swift & Co., 1933-35, Signal Oil, 1937. (F) Gold Diggers of 1933 (Warner Bros.), O.K. America (Universal), 1933; others. (V) 1929; Al Pearce's Gang, West Coast, 1933-36.

DESIDERATO, STEFANIE. Italian announcer, actress, WSBC, Chicago. (R) local shows. (L) since 1920; Italian Theatre, Chicago. (P) newspaper reporter.

DESMOND, C. J. Announcer, sports commentator, WSPD, Toledo. (R) various local shows for Sears Roebuck, Standard Oil Co., Packard Motor Cars.

DETTINGER, ALMA. Script writer, WICC, Bridgeport. (R) since 1936; local shows. (P) fashion designer.

DEUTSCH, EMERY. Network conductor, violinist. (R) sustaining shows (CBS), 1929-37. (F) Parade of the Maestros (Paramount), 1936. (V) various theatres, 1934-35.

DHYNE, ANNE. Rhythm singer, Michigan Network. (R) various shows on this network and stations WXYZ, Detroit, WSPD, Toledo, including Sparton Hour (Sparton Radio), 1934; Big Broadcast (R. G. Dun Cigar Co.), 1936; guest appearance, Welcome Valley (Household Finance), NBC, 1936.

DIAMOND, LEW. Network orchestra leader. (R) Listen to This (Murine).

DI GIULIO, ROSA. Operatic singer, Michigan Network. (R) various shows. (L) Puccini Opera House, 1933; Chicago Opera Co., 1934-35; concerts here and abroad. (P) stenographer.

DI PRIMIO, SANTO. Singer, WOV, New York. (R) local shows on this station and KDKA, WWSW, Pittsburgh; WOR, New York. Formerly on staff of KDKA.

DICK, EDITH. Network entertainer. (R) Morning Matinee (local department stores).

DICKENSON, JEAN. Network singer. (R) Hollywood Hotel (Campbell Soups), 1936; American Album of Familiar Music (Bayer Aspirin), 1937; guest appearance, Palmolive Beauty Box. (L) Romeo and Juliet; San Carlo Opera Co. (P) student, Music Conservatory.

DICKSON, ARTELLO. Network singer, actor, author. (R) since 1931; Brer Rabbit Stories (Brer Rabbit Molasses), 1932-33; Mr. Fixit (Old English Wax), CBS, 1932; Uncle Joe and Miss Virginia (Diplomat Products), CBS, 1932; Harvester Cigar Program, WOR, 1933-34; Tom Mix (Ralston Cereal), NBC, 1934-36; Rudy Vallee Program (Fleischmann Yeast), NBC, 1936; Inspector White (Gumpert Desserts), NBC, 1936-37. (F) Heads Up (Paramount), 1932; Guns (Paramount), 1932; Songs of the Range (National Screen). (L) Meet My Sister, 1933; Sweet Water Trail; Personal Appearance. (V) various theatres, 1922-29. (P) college student.

DICKSON, ARTELLS. Network actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina); others.

DICKSON, DONALD. Network entertainer. (R) Sunday Night Party (Sealtest Laboratories).

DICKSON, MURIEL. Network singer. (R) Melody Matinee (Smith Brothers' Cough Drops).

DIEHL, ILKA. Actress (German, French and other dialects), WGN, Chicago. (R) various shows including programs for Horlick's Malted Milk, Princess Pat, Bayer Aspirin. (L) stock; played with Alice Brady, Ethel Barrymore. (V) (P) college.

DIEMER, ELEANOR. Violinist, WNAC, Boston. (R) since 1931; local shows on this station and WHDH, WEEI, WAAB, Boston. (L) Stockholm Concert Co., 1916; Treasure Chest of Light Opera, 1932. (P) teacher.

DILLAHUNTY, THOMAS. Announcer, KCMC, Texarkana. (R) since 1936; local shows including newscasts for Frigidaire Appliances, 1937.

DILLEN, BETTY. Singer, WHO, Des Moines. (R) since 1935; various local shows.

DILLON, CLAIRE. Singer, actress, WMCA, New York. (R) various local shows on this station and WINS, New York. (L) stock, 1936. (V) Arliss & Dillon; hotel engagements. (P) model.

DILLON, ROSEMARY. Network actress. Modern Cinderella (General Mills).

DISTEL, NELLIE. Exercise instructor, WPAY, Portsmouth.

DIXON, BERT. Announcer, singer, writer, WNYC, New York. (R) since 1923; local shows on this station and WHN, New York. (V) song and dance act, 1918-19. Has done recordings for Edison Phonograph Co.

DIXON, GEORGE. Script writer, composer, organist, WMCA, New York. (R) local shows. (F) composed scores for Chloe, Hired Wife, Playthings of Desire.

DIXON, GRACE. Script and publicity writer, dramatic director, WKBZ, Muskegon. (L) Little Nell; The Drunkard, 1924-25; professional stock, 1934-35. (V) 1933-35. (P) dramatic coach.

DIXON, JEANNE ("TILLIE"). Dramatic actress, WOW, Omaha. (R) since 1937; local show. (F) commercials. (L) dramatic stock, 1926-34. (V) various theatres with Grace Cameron; manager of a Cushman Unit, 1936.

DIXON, M. E. Actor, KGVO, Missoula. (R) since 1935; local shows. (L) What Happened to George?, 1935; Sun Up, 1936; Rose Dawn, 1936. (P) ass't hotel manager.

DIXON, RAY. Actor, WFAA, Dallas. (R) since 1935; local shows, including Greyhound Traveler (Greyhound Bus), 1935-36. (L) stock, 1914-15.

DJERKISS, DON. Singer, Michigan Network. (R) various shows, including Lone Ranger (Gordon Baking Co.); Sumerian Shaving Cream program. (F) commercial. (V) Lone Ranger.

DOAN, DOUG. Announcer, actor, KRBC, Abilene. (R) since 1929; local shows on this station and on KLO, Ogden; KFYO, Lubbock; KID, Idaho Halls (as program director); KBST, Big Spring (as news commentator). (L) stock, 1916-27.

DOC SCHNEIDER'S TEXANS. Band, WTIC, Hartford. (R) since 1930; various NBC shows; also local shows on this station and WGY, Schenectady; WBZ-WBZA, Boston; WSB, Atlanta. (F) trailors (Alexander Film Co.), 1935. (V) various acts for 27 years.

DODD, BONNIE. Hawaiian guitarist, singer, KTHS, Hot Springs. (R) various local shows on this station and KMOX, KWK, St. Louis, including programs for Gardner Nursery, 1934, Olson Rug Co., 1936.

DODDS, LOREN M. Announcer, WSAZ, Huntington. (R) since 1936; various local shows. (P) radio time salesman.

DODGE, FRED. Continuity writer, news editor, announcer, WNBF, Binghamton. (R) since 1935; local shows.

DOERR, CLYDE. Network conductor, saxophonist. (R) programs for Best Foods, Cities Service. (F) shorts (MGM).

DOHERTY, VERONICA. Irish accordionist, WNAC, Boston. (R) since 1935; local Irish show. (P) typist.

DOLAN, ROBERT. Network orchestra leader. (R) Sunday Night Party (Sealtest Laboratories).

DOLE, DAVID WEBSTER. Sound technician and imitator, Mid-West Recordings, Inc. (R) Gloria Dale (General Mills), 1936-37; Sing, Neighbor, Sing (Purina Mills), 1936-37. (L) L'Aiglon; Marco Millions. (P) student.

DOLIN, MAX. Orchestra leader, KIRO, Seattle. (R) since 1927; local shows, including programs for White Rock; Eveready Battery; Enna Jettick Shoes; Anglo-Persion Rugs; Mexwell House Coffee; American Maize; Standard Oil of California; Shell Oil Co.; Philco; Wrigley; RCA. (L) California Theatre, 1925-

PALMER HOUSE, Chicago
(June-July)

•

ON TOUR (August)

•

THE PLAZA,
New York City
Opening September
(4th season)

•

VICTOR RECORDS



EDDY DUCHIN

Management: Music Corporation of America

27. (V) various theatres. hotel engagements.

DOMINGUEZ, MILLA. Singer (Spanish and Mexican), WFAA, Dallas. (R) since 1928; networks shows on NBC and CBS; also various local shows. (L) Cafe de Danse (Shubert), 1929; concert appearances.

DONALDSON, EARL. Pianist, KLO, Ogden. (R) since 1931; local shows, including Music Maker (Goodrich Silvertown), 1937. (V) stage band, 1932. (P) student.

DONATO, ANTHONY. Violinist, conductor, WHO, Des Moines. (R) since 1930; local shows, including programs for Stromberg Carlson, 1930-31; Chevrolet Co.; Crazy Water Crystals, 1933; Peruna, 1934; Philipps, 66, 1936.

DONAVAN, JEAN. Pianist, WSBC, Chicago. (R) pianist, Vern, Lee and Mary, NBC trio; also local shows on this station and WGES, WCBD, Chicago.

DONELSON, MARIAN VIRGINIA. Actress (juvenile characters), KMBC, Kansas City. (R) since 1936; local shows, including True Dog Stories (Red Heart Dog Food), 1936-37. (P) student.

DONLEY, ROBERT. Announcer, WKY, Oklahoma City. (L) Hunter Williams Players; Elitch Gardens Theatre.

DONNELLY, ANDY. Network actor. (R) Mrs. Wiggs of the Cabbage Patch (American Home Products); Famous Actors Guild Presents Helen Menken in Second Husband (Bayer Aspirin).

DONNIE, DON. Network orcestra leader. (R) Manhattan Merry-Go-Round (Dr. Lyon's Tooth Powder).

DOOLEY, EDDIE. (R) Royal Football Roundup with Eddie Dooley (Royal Typewriters).

"DOOLEY, YOURS TRULY MR." Sugar-coated oddities and educational information, WOW, Omaha, Nebr. (R) since 1934; various local shows. (P) ghost writer.

DORAN, DON. Network entertainer. (R) Radio Court of Honor (Radio Guide Magazine).

DORING SISTERS (Grace, Ruth, Marian). Network singers. (R) The Contented Hour (Carnation Milk).

DORR, ROY. Violinist, KUJ, Walla Walla. (R) since 1927; local shows on this station and KGA, Spokane; KIDO, Boise. (L) 1927-30; Earl Carrol Vanities; others. (V) Roy Dorr and His Violin, 1923. (P) student.

DORSEY, JIMMY. Network orchestra leader. (R) Kraft Music Hall (Kraft-Phenix Cheese); Swing Club (sustaining), started July 10, 1937; network broadcasts from Hotel Commodore.

DORSEY, TOMMY. Network orchestra leader. (R) Ford program, 1936; Jack Pearl program (Kool and Raleigh Cigarettes), 1936-37. (L) Everybody's Welcome, 1931. (V) 1937.

DOUGALL, TOM. Script writer, actor, Michigan Network. (R) various shows, including Lone Ranger (Gordon Baking Co), 1934-36. (L) stock, 1931-32. (V) 1928. (P) advertising.

DOUGLAS, DON L. Announcer, actor, KOIN, Portland. (R) since 1934; local shows on this station and WMAL, WRC, Washington; KGFJ, Los Angeles; KOMA, Oklahoma City, including Kraft Music Hall, 1934; Goodyear Sports Page, 1936; Tydol News, 1936. (F) Up on the Farm; Pullman Murder Mystery; The Toreodor (Vitaphone). (L) Rain, 1926; Deep Channels, 1928; others. (V) 1927.

DOUGLAS, DOUG. News commentator, announcer, KRKD, Los Angeles. (R) since 1933; various local shows. (P) newspaper reporter.

DOUGLAS, PAUL. Network announcer, master of ceremonies, commentator. (R) The Town Crier (Granger Tobacco); Sports Resume (Liggett & Myers Tobacco Co.); others.

DOUGLASS, CLIFFORD (BOOTS). Musician, orchestra leader, KONO, San Antonio. (R) local shows. Victor Recordings.

DOUGLASS, KEN M. Announcer, singer, WBAP, Ft. Worth. (R) since 1933; local shows. (F) shorts. (L) concert singer, 1927-28; stock, 1930. (V).

DOUTHIT, PERRY D. Hillbilly entertainer, KFNF, Shenandoah. (R) since 1930; local shows on this station and WNAX, Yankton; KSO, Des Moines.

DOWLING, JANET. Network actress. (R) The O'Neills (P & G for Ivory Soap).

DOWNEY, MORTON. Network singer. (R) programs for La Gerardine, 1931; Camel Cigarettes, 1931; Woodbury, 1932; guest appearance, Paramount Public, 1930. (V) appearances with Paul Whiteman's Orchestra.

DOWNS, GEORGE L. Announcer, KONO, San Antonio. (R) since 1936; local shows. (P) bookkeeper.

DOYLE, HOWARD. Announcer, WMCA, New York. (R) since 1931; network



Eddie Cantor

Ralph Dumke

shows include Crosley Radio and Kenrad Corp. programs (NBC); also local shows on this station and WNEW, New York. (F) trailers, travelogues. (V) M. C. for Major Bowes Units, 1935-36.

DRAGONETTE, JESSICA. Network singer, actress. (R) since 1926; Coca Cola Series, 1927; Philco's Theatre Memories Series, 1927-30; Hoover Sentinels, 1929; Cities Service Series, 1930-37; Palmolive Beauty Box Theatre of the Air, 1937; appeared on opening programs of General Motors, 1927; Maxwell House Coffee, 1928; General Electric, 1930; Atwater Kent, 1935. (L) The Student Prince, 1926; Grand Street Follies, 1926.

DRAIN, R. J. Announcer, production manager, WSBT-WFAM, South Bend. (R) since 1934; local shows. (P) student.

DRAKE, BOB. Negro character actor, WHAS, Louisville. (R) various local shows on this station and WGH, Newport News; WTAR, Norfolk; WSAI, WLW, Cincinnati; WROL, Knoxville. (V) Zeb Ziro on the Board Walk, 1918; Black Face Song and Dance, 1927.

DRAMATEERS (SUMNER GRANBY, LAWRENCE BEARSON, BETH LEFAROUR, KATHERINE BYRNE; JAMES BUDGETT, author). Original playlets, WMEX, Boston. (R) local sustaining shows.

DRAPER, DOROTHY. Actress, WHN, New York. (R) local sustaining shows. (F) commercials; Girl Scout shorts (Paramount and Warner Bros.). (L) Eva Le Gallienne Repertoire Co. (P) model.

DRESDEN, ROSALIE. Polish singer, WSBC, Chicago. (R) since 1933; local shows on this station and WGES, WLS, WJJD, WCFL, Chicago. (L) several Chicago Polish productions.

DRESDNER, JACK W. Co-director Artists Bureau, WROK, Rockford. Master of ceremonies, entertainer, after-dinner speaker.

DRESSLER, PHYLLIS. Pianist, West Virginia Network, Charleston. (R) local sustaining shows.

DREW, BARRY. Actor, KPO-KGO, San Francisco. (R) since 1931; various local shows on this station and KFEL, Denver, including Dr. Kate (Best Foods Mayonnaise), 1936. (L) stock, 1928-37.

DREYFUS, WOODS. Announcer, singer, WISN, Milwaukee. (R) since 1932; various local shows, including Phillips Petroleum program. (V) Alhambra Kid Trio. (P) salesman.

DRINARD, LARRY. Comedian, juvenile, WRVA, Richmond. (R) since 1932; local shows, including Smoky & Poky, Corn Cob Pipe Club (Edgeworth Tobacco), 1932-37. (F) 1922-32. (P) clerk.

DRISCOLL, DAVE. Announcer, associate director, special events, WOR, Newark. (R) since 1935; various local shows on this station and WFIL, Philadelphia; WCCO, St. Paul; KGDE, Fergus Falls. (P) sports writer, N. Y. Sun.

DROESCH, FLORENZ. Actress, WARD, New York. (R) local sustaining shows on this station and WVFW, WCNW, WBNX, New York.

DRORAK, TONY. Musician, singer, WMT, Cedar Rapids. Member Peggy Fuller Orchestra.

DRZCWICKI, FRED. Polish announcer, WSBC, Chicago. (R) since 1928; local shows on this station and WLS, WCFL, WJJD, WGES, WEDC, Chicago; WIND, Gary; WWAE, Hammond.

DU VAL, JOE. Announcer, actor, WMC, Memphis. (R) since 1932; local shows. (L) stock, 1927-28.

DUCHIN, EDDY. Network orchestra leader. (R) Pepsodent Junis Program, 1933-34; Texaco Program, 1935; Campbell Soup Program, 1936; LaSalle Fashion Show (Cadillac Motor Car Co.), 1936-37. (F) Coronado (Paramount), 1936; The Hit Parade (Republic), 1937. (V) 1937.

DUDGEON, FRANK. Hillbilly singer, WHJB, Greensburg. (R) since 1933; various local shows, including Willard Tablet Co., 1933-34. (V) 1932-34.

DUDLEY, BIDE. Dramatic, film critic and reporter, interviewer, commentator, WOR, New York. (R) since 1932; various shows on this station and WMCA, WJZ, New York, including programs for Mounds Candy Co., Glame Nail Polish. (L) writer, Odds & Ends of 1917; The Little Whopper; Sue, Dear; Borrowed Love; others. (V). (P) newspaper columnist, drama editor.

DUDLEY, PAUL. Writer, producer, announcer, KHJ, Los Angeles. (R) various shows on NBC, CBS, Mutual, Don Lee and Yankee Networks. (P) accountant.

DUEY, PHIL. Network baritone. (R) programs for Atwater Kent, 1928; Wonder Bread, 1928; General Motors, 1929-34; Palmolive Soap, 1931-32; Buick, 1932;

Chevrolet, 1932, 1936; Goodrich Tires, 1934; Philip Morris, 1933-37; Life Savers, 1935-36; others. (F) shorts (Warner Bros.), (L) Lady Do, 1927; Good News, 1927-28. (V) 1934-35. (P) student.

DUGGAN, JACKIE. Singer, WNAC, Boston. (R) since 1936; local shows on this station and WFBL, Syracuse; WEEI, Boston, including First National Stores program, 1936; Community Sing (Gillette Razor Co.), 1936. (P) student.

DUKE, HARRY. Clarinet and saxophone player, WTNJ, Trenton. (R) since 1936; local shows. (V) Two Toms, O'Brien & Duke, Southland Serenaders, Roye-Dorn-Duke, 1919-29, 1932. Recordings with the Original Georgia Five.

DUNCAN, MALCOLM. Network actor. (R) Sherlock Holmes (Household Finance).

DUNLAP, PATRICIA. Network actress. (R) Bachelor's Children (Old Dutch Cleanser).

DUNLIN, MARTHA. Actress, director, WBT, Charlotte. (R) various shows, including Betty Moore (Benjamin Moore Paint Co.), 1934-35; Coca Cola Program, 1934.

DUNSTEDTER, EDDIE. Network entertainer. (R) Phillips Poly Follies (Phillips Petroleum).

DUMKE, RALPH. Network comedian and singer. (R) (as a team with Ed East) The Sisters of the Skillet (Procter & Gamble), NBC, 1933; Armour Stars (Armour Co.), 1934; Eddie & Ralph (Texaco, Charis Foundation Garments, General Electric, General Motors), 1935; Knox Gelatin Program, 1936-37; Kellogg Program, 1937. (F) Practically Perfect and Quiet Please (Educational Pictures), 1937. (V) East & Dumke, The Mirthquakes, 1923-1929.

DUMM, ROBERT W. Producer, announcer, KSFO, San Francisco. (R) since 1933; various local shows. (P) college student.

DUNCAN, GENE. Actor, WPAY, Portsmouth. (R) Bill and Gene (Champion Liquid Solder), 1937.

DUNCAN, PEGGY. Swing singer, KWK, St. Louis. (R) local shows. (V) appearances at various hotels. (P) student.

DUNHAM, BYRON. Poetry reader, literary commentator, KFVD, Los Angeles. (R) since 1929, local shows on this station and WAAE, Chicago. (P) college student.

KEN ENGLUND

WRITER

115 Weeks—Armour Hour for Phil Baker

22 Weeks—Socony Show for Eleanor Powell and Osgood Perkins

39 Weeks—Rinso-Lifebuoy for Ken Murray

Just Completed

22 Weeks—*National Biscuit Program for Helen Broderick and Victor Moore

22 Weeks—*Cocomalt Show for Joe Penner

*In Collaboration

Personal Management
NAT WOLFF
H. N. SWANSON, INC.

DUNIGAN, JACK. Hillbilly and cowboy musician, KDKA, Pittsburgh. (R) since 1929; various local shows on this station and WLW, WCKY, Cincinnati; WLS, Chicago; WSMK, Dayton; WHAS, Louisville, including programs for Peruna, Alka-Seltzer, Big Yank Work Shirts, Crazy Water Crystals. (V) WLS National Barn Dance; Georgia Wild Cats. (P) salesman.

DUNKELBERGER, TOMMY. Organist, pianist, conductor, arranger, WHIO, Dayton. (R) since 1935; various shows on this station and WSMK, Dayton. (P) draftsman, engineer; leader local dance band.

DUNLEVY, JOE. Singer, comedian, WKRC, Cincinnati. (R) since 1933; various local shows including Oshkosh Overall Co. Program, 1936. (V) Minstrel Troupes, 1904-10; Coakley, Hanvey & Dunlevy, 1910-22.

DUNN, PAT. Singer, WDAF, Kansas City. (R) since 1935; local shows, including guest appearances, Climalene Carnival. (F) Major Bowes Amateurs (RKO). (V) Major Bowes Unit No. 4, 1935; Mayfair Club, 1935-36.

DUNNING, OWEN C. Musician, KOIN, Portland. (R) local shows, including Vicks Open House (Vicks). (V).

DUPRE, HENRY. Announcer, actor, WWL, New Orleans. (R) local shows including Souvenirs (Crazy Water Crystals). (F) commercials. (L) Broadway shows, including Three Musketeers, Is He Guilty? Speakeasy; St. Charles Stock Co. (P) student.

DURBIN, DEANNA. Network actress, singer. (R) Texaco Town with Eddie Cantor (Texaco Gasoline), 1936-37. (F) Three Smart Girls (Universal), 1936. (P) student.

DURNEY, BILL. Announcer, WIL, St. Louis. (R) since 1935; local shows including Play-by-Play Football (Zenith Radio), 1934-37; Hockey (Philco Radio), 1936-37; Soccer (Norge Refrigerator), 1936-37. (L) St. Louis Municipal Opera Co., 1929. (P) statistician.

DURST, HENRY. Orchestra leader, KTHS, Hot Springs. (R) local shows on this station and WIBW, Topeka. (L) stock, 1926; Fred Allen Town Hall Stars, 1936. (P) dry goods business.

DUTTON, AL. Pianist, KGCU, Mandan. (R) since 1933; various local shows. (V) 1924-25, 1926.

DWAN, RICHARD. Singer, actor, KPO-KGO, San Francisco. (R) various local shows, including Junior Broadcasters (Malt-O-Meal), 1936. (P) student.

DYER, WILLIAM A., JR. Sports commentator, script writer, actor, WCAU, Philadelphia. (R) various local shows, including baseball games (Wheaties), 1936; World Series (Ford Motor Co.), 1936.

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EGELSTON, CHARLES. Network character actor, dialectician. (R) since 1929; staff of WLW (Cincinnati), 1929-32; The Puddle Family (Proctor & Gamble), 1932-33; Ma Perkins (Proctor & Gamble), since 1933. (L) stock.

EAGEN, GEORGE L. Musician, WFAA, Dallas. (R) local sustaining shows.

EARHARDT, AL. Harmonica player, WWL, New Orleans. (R) since 1931; local shows. (V) personal appearances.

EARL, CRAIG. Network psychological programs. (R) Professor Quiz (Nash-Kelvinator Corp.). (V) 1937.

EAST, ED. Network comedian and singer. (R) (as a team with Ralph Dumke) The Sisters of the Skillet (Procter & Gamble), NBC, 1933; Armour Stars (Armour Co.), 1934; Eddie & Ralph (Texaco, Charis Foundation Garments, General Electric, General Motors), 1935; Knox Gelatin Program, 1936-37; Kellogg Program, 1937. (F) Practically Perfect and Quiet Please (Educational Pictures), 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

EASTMAN, MARY. Network entertainer. Saturday Night Serenade (Pet Milk).

EASTMAN, ROBERT M. Announcer, KWKH-KTBS, Shreveport. (R) various local shows including Vox Pop (Frigidaire).

EATON, ROBERT. Comedian, dialectician, actor, WHO, Des Moines. (R) since 1926; local shows including Guardians of the Highway (Chevrolet Co.), 1936; Colonel Courtesy (Barnsdall Refining Co.), 1936. (L) Desire Under the Elms, 1925-26; stock. (P) druggist, photographer.

EBENER, FREDDY. Orchestra leader, WOW, Omaha, Nebr. (R) since 1934; various local shows on this station and KFAB, KFOR, KOIL.

EBERHARD, ELLIOTT. Pianist, WICC, Bridgeport. (R) since 1936; local shows.

EBERHARDT, CARL G. Musician, singer, player, actor, WDAF, Kansas City. (R) since 1932; local shows including Sunbonnet Sue and Sunny Jim (Snyder

Breakfast Food), 1933-34. (V) Ed Gardner Unit, 1936. (P) insurance salesman.

EDDY, NELSON. Network singer. (R) Vick's Open House with Nelson Eddy (Vick Chemical Co.). (F) Broadway to Hollywood; Dancing Lady, 1933; Naughty Marietta, 1935; Rose Marie, 1936; Maytime, 1937; others. (L) Sang with Savoy Opera Co., Philadelphia Operatic Society, Philadelphia Civic Opera.

EDELSON, DAVE. Announcer, WSBC, Chicago. (R) since 1922; various shows on this station and WGES, WEDC, Chicago. Manager of the late Ethel Dare, parachute jumper. Present manager of Robert Wadlow, tallest human being.

EDKINS, J. ALDEN. Network singer. (R) Cavalcade of America (du Pont); programs for Griswold Manufacturing Co.

EDMONDS, BILL. Singer, WOC, Davenport. (R) since 1934; local shows on this station and KFRU, Columbia; KMOX, St. Louis, including Kelvinator Pealer program, 1935-36. (V) 1931-36.

EDWARDS, BILL. Announcer, WBRC, Birmingham. (R) since 1934; local shows on this station and WMBR, Jacksonville, including Town Talk (Orange Crush Bottling Co.), 1936-37. (P) student.

EDWARDS, EDDIE. Actor, comedian, sound technician, transcription operator, KMBC, Kansas City. (R) since 1934; local shows including Red Horse Ranch (Standard Oil Co.), 1935; Travels of Mary Ward (Montgomery Ward), 1937; Sherwin Williams Paint Co. program. (V) 1929-32.

EDWARDS, FRED. News commentator, announcer, WKRC, Cincinnati. (R) various local shows on this station and WHIO, Dayton, including De Soto Motor Car program, 1937.

EDWARDS, JACK ("SONNY"). Actor, singer, KPO-KGO, San Francisco. (R) various shows, including The Adventures of Sonny and Buddy (various sponsors). (F) High Hat (Cameo), 1936. (L) stock. (V) Sonny and Buddy; Rastus and Sambo.

EDWARDS, JOAN. Network pianist. (R) CBS Swing Session; guest appearances on following programs: Rudy Vallee's Hour (Royal Gelatin), Show Boat (Maxwell House Coffee), Gulf Oil program. (V) toured with Gus Edwards' act.

EDWARDS, OLIVER. Singer, KPO-KGO, San Francisco. (R) local sustaining shows. (P) salesman.

EDWARDS, RALPH. Network announcer. (R) Dining with George Rector (Phillips Packing Co.); others.

EDWARDS, SAM ("BUDDY"). Actor, singer, KPO-KGO, San Francisco. (R) various shows, including The Adventures of Sonny and Buddy (various sponsors). (F) High Hat (Cameo), 1936. (L) stock. (V) Sonny and Buddy; Rastus and Sambo.

EDWARDS, WILSON. Announcer, KOL, Seattle. (R) since 1936; local shows on this station and KWSC, Pullman. (P) college.

EDMONDSON, DELMAR. Network commentator. (R) Heinz Magazine of the Air (H. J. Heinz Co.), since 1936. (P) teacher, newspaper work.

ELDRED, BILL AND BOB. Cowboy singers, KGFW, Kearney.

ELLEN, MINETTA. Actress, KPO-KGO, San Francisco. (R) various shows, including One Man's Family (Wesson Oil, Snowdrift, Penn Tobacco Co., Standard Brands). (L) stock, 1924-28.

ELLINGTON, DUKE. Network composer, orchestra leader. (R) Hall of Fame (Lehn & Fink); Robert Burns program; M J B Coffee program. (F) Check & Double Check; Murder at the Vanities (Paramount); It Ain't No Sin (Paramount); Hit Parade (Republic). (L) Show Girl. (V). (P) commercial artist.

ELLIOT, WILLIAM I. Singer, actor, WHEB, Portsmouth. (R) since 1933, shows on this station and WNAC, Boston; WJZ, New York, including Edison Salute (Edison Co.), 1934-37; Fox Fur Trappers (I. J. Fox), 1936; Rem program, 1934-37. (L) Gilbert & Sullivan productions; stock and concert work, 1932-37. (V) since 1932; various acts, including Bill Elliot, The Singing Cop. (P) police officer.

ELLIOTT, BRIAN. Announcer, KLZ, Denver. (R) since 1930; local shows on this station and CKCK, CJRM, Regina; CJRC, Winnipeg. (F) Criminal Code (Columbia), 1930; Renegade (Columbia), 1930; shorts. (L) 1924-29. (P) student.

ELLIOTT, MARIE. Musical director, musician, WMBR, Jacksonville. (R) since 1930; local shows on this station and WSMB, New Orleans; WBRC, Birmingham; WJSV, WMAL, Washington; WIS, Columbia, including programs for Miller Rubber, 1930; Goodrich Silvertown Tire, 1931-33; Zeigler Packing, 1932-33; National Ice, 1933-34. (V) 1927-28.

ELLIOTT, STEWART. News editor, singer, WIBX, Utica. (R) since 1931; local shows on this station and WLW, Cincinnati; also the following NBC programs: Alka-Seltzer, 1931; Sealed Power,

1931-32; Armour, 1932-33. (L) Madame Pompadour, 1924-25; Love Song, 1924-25; Student Prince, 1926; Desert Song, 1928; New Moon, 1929-30.

ELLIOTT, VIRGINIA. Actress, WFAA, Dallas. (R) local sustaining shows. (F) commercials, 1936. (L) Whirligigs, 1936.

ELLIS, W. C. Production manager, WFAA, Dallas. (R) since 1925. (P) radio operator.

ELLISON, FRANK (ENGLISH). Announcer, KMTR, Los Angeles. (R) various local shows. (L) Student Prince, 1927; concert work.

ELLSTROM, SIDNEY. Network character actor, dialectician. (R) Captain Jimmy Thompson and His Dog Scottie (Thompson Malted Milk Co.), 1931; Myrt and Marge (Wrigley's Chewing Gum), 1932; Grand Hotel (Campana Sales Co.); Welcome Valley (Household Finance Co.); Alka-Seltzer Barn Dance (Miles Laboratories); Kaltenmeyer's Kindergarten (Quaker Oats). (P) salesman.

ELLSWORTH, SHERRILL. Commercial manager, program director, announcer, WIDK, Lamar. (R) local shows, including KIDW Players (Macfadden Publications). (F) Champ (MGM), 1931; Race Track (Educational), 1931. (P) artist.

ELLYN, JEAN. Actress, WMCA, New York. (R) various shows, including Five Star Final (Remington Rand). (F) commercials; shorts (Paramount). (L) stock, 1933-35.

EMAHISER, MARGARET. Women's programs, singer, continuity writer, KOL, Seattle. (R) since 1932; various local shows on this station and KHQ, KGA, Spokane. (L) stock. (P) student.

EMERSON, JOE. Network singer, conductor. (R) Hymns of All Churches General Mills).

EMERY, BOB. Network announcer. (R) Olden Time Spelling Bee; Rainbow House (sustaining); Big Brother Club (Iodent Company), 1929-30, NBC.

ENDREY, EUGENE. M.C., comedian, WWRL, New York. (R) various local shows. (F) several Hungarian films. (L) 25 years, here and abroad; revived Sari with Mitzi.

ENGLE, CLIFF. Announcer, commentator, KPO-KGO, San Francisco. (R) various shows, including Winning the West (Occidental Life Insurance Co.), 1935-37; Sperry Special (Sperry Flour Co.), 1935-37; Standard Symphony Hour (Standard Oil Co.), 1936. (F), industrials. (P) newspaper work.

ENGLUND, KEN. Network writer. (R) Phil Baker program (Armour Co.), 1935; Phil Baker program (Armour Co.), 1935; Eleanor Powell and Osgood Perkins program (Socony Vacuum), 1936; Ken Murray program (Lifebuoy and Rinso), 1936; Uneeda Biscuit program (with Helen Broderick and Victor Moore), 1937; Joe Penner Show (Coco Malt), 1937. (F) wrote material for Phil Baker in Gift of Gab (Universal), 1934; New Faces for Joe Penner (RKO), 1937. (L) material for Lou Holtz, Phil Baker in Calling All Stars, 1935; collaborated on sketches for The Show Is On, 1936-37. (V) various acts for Benny Rubin, Milton Berle, Ken Murray, Phil Baker.

ENTRIKIN, KNOWLES. Writer. (R) History Series for American School of the Air.

EPPERSON, PEGGY. Popular singer, KSL, Salt Lake City. (R) since 1925; local shows on this station and KOA, WDAF. (F) Luckiest Girl in the World, 1936 (Universal). (V) 1933.

EPSTEIN, BEINISH. News commentator, WLTH, New York City.

ERICSON, THOR. Network actor. (R) Kaltenmeyer's Kindergarten (Quaker Oats).

ERLENBORN, RAY. M. C., writer, sound effects, KNX, Los Angeles. (R) local shows on this station and KFWB, Los Angeles. (F) Smartest Girl in Town (RKO); others. (L) Once in a Lifetime; others; (V) Pappy Trio, 1927-30. (P) student.

ERNIE FIELDS SWING ORCHESTRA, KTUL, Tulsa. (R) sustaining show.

ERSKINE, MARYLIN. Child actress. (R) various network broadcasts. (L) Excursion.

ERWIN, VIC. Network orchestra leader. (R) Popeye, The Sailor (Wheatena).

ESCUDIER, ROBERT A. Announcer, commercial manager, KVOL, Lafayette. (R) since 1936; local shows.

ESSER, WRIGHT. Announcer, writer, actor, KWK, St. Louis. (R) local shows. (F) I was A Spy; Java Head; others. (L) Green Hat; The Ivory Door; others. (P) student.

ETON BOYS. Network singers. (R) Krueger Beer program. (F) shorts (Paramount). (L) musical comedies. (V) 10 years.

ETTING RUTH. Network singer. (R) Chesterfield program, 1932-33; La Gerardine program; Kellogg Prom; others. (F) shorts; Roman Scandals (United Artists), 1933; Gift of Gab (Universal), 1934; others. (L) Ziegfeld Follies. (V) night clubs.

EUBANKS, JOE B. Announcer, WSBT-WFAM, South Bend. (R) since 1935;

FERRIS and FIZDALE, Inc.

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RADIO — SCREEN

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WITH

Public Showman No. 1

EDDIE CANTOR

(THANKS, BOSS)

local shows including Wheaties Football Flashes (General Mills), 1936. (P) salesman.

EVANS, BOB. Sports commentator, special events announcer, WGAR, Cleveland. (R) since 1935; local shows, including baseball games (General Mills), 1935; sports review (Minit-Rub), 1936. (P) sports writer, Cleveland Plain Dealer.

EVANS, DALE. Singer, WFFA, Dallas. (R) since 1936, local shows on this station and WHAS, Louisville, including Here's to You (Oertel Beer), 1936. (P) stenographer.

EVANS, DOUGLAS. Announcer, KFI-KECA, Los Angeles. (R) since 1929; various shows on this station and WMCA, WABC, New York. (L) Naughty Riquette, 1925-26; Peggy Ann, 1926-27; Connecticut Yankee, 1927-28. (P) accountant.

EVANS, ELVIN E. Production manager, KVI, Tacoma. Manager, KIT, Yakima, 1930; sales manager, KMO, Tacoma, 1932-33.

EVANS, JERRY. Singer, WROK, Rockford. (R) since 1934; various local shows.

EVANS, FLEM J. Announcer, West Virginia Network, Charleston. (R) since 1934; local shows. (P) teacher, merchant.

EVANS, RICHARD G. Sports and news announcer, WBAX, Wilkes-Barre. (R) since 1934; various local shows on this station and WEBR, WGR, Buffalo; WJBK, Detroit, including Sports Review (Kelly-Springfield Tires).

EVANSON, EDITH. (Network actress. (R) Myrt & Marge (Colgate-Palmolive-Peet for Super Suds).

EVERETT, LEE. Announcer, WMAL, Washington. (R) since 1931; local shows, including Blue Melody & Black Philosophy (Cocoa Cola), 1931; Minstrels (Pure Oil Co.). (L) stock, 1926-28; 1928-29. (P) accountant.

F

FACENDA, JOHN T. Script reader, announcer, KYW, Philadelphia. (R) since 1934; local shows on this station and WIP, Philadelphia, including Sally at the Switchboard (Sears Roebuck). (F) slide films, RCA Victor.

FADDEN, ARTHUR K. Pianist, KJBS, San Francisco. (R) since 1929; various shows on this station and KFRC, KPO, San Francisco. (V) personal appearance.

FAGERLIN, KENNETH P. Announcer, WMFG, Hibbing. (R) various local shows (specializing in speech study).

FAIRWEATHER, GORDON. Announcer, CKWX, Vancouver, B. C. (R) local sustaining shows.

FALCONNIER, HAROLD. Staff announcer, writer, WSUN, St. Petersburg. (L) Artists and Models. (V) local theatres, night clubs. (P) newspaper business.

FALL, PETE. Guitarist, singer, WROK, Rockford. (R) since 1936; various local sustaining shows. (P) mechanic.

FAREY, ARTHUR. Pianist, CFCT, Victoria, B. C. (R) sustaining shows.

FARNEY, FRANCIS. Singer, organist, pianist, accordionist, KSL, Salt Lake City. (R) since 1921; various shows on this station and KDYL, Salt Lake City; KVOR, Colorado Springs; KPRC, Houston; WRR, Dallas; KABC, San Antonio; WSMB, New Orleans; others. (F) trailers. (V) Utah Buckaroos. (P) student.

FARNUM, WILLARD. Network actor. (R) Tale of Today (Princess Pat, Ltd.).

FARR, B. FLOYD. Announcer, producer, KDYL, Salt Lake City. (R) since 1936; local shows. (P) high school teacher.

FARRINGTON, FIELDEN. Announcer, WXYZ, Detroit. (R) local shows. (F) shorts (Action Film Co.), 1934.

FATA, MARIA. Singer, WLTH, New York.

FAULKNER, RICHARD. News editor, publicity director, WSOC, Charlotte. (R) local shows on this station and KDKA, Pittsburgh; WIS, Columbia; WCSC, Charleston. (P) college.

FAUST, ARTHUR H. Producer, dramatic director, actor, announcer, Central States Broadcasting Company. (R) various local shows, including programs for Browning-King Co.; Union Pacific Railroad. (L) Arthur Holman Players, 1929. (V) 1926.

FAUST, LEOME. Actress, director, Central States Broadcasting. (R) since 1925; various local shows. (F) silent, 1919-20. (V) 1926.

FAY, FRANK. Network actor, comedian, writer, producer. (R) Frank Fay Calling (Royal Fruit Flavored Gelatin). (F) Show of Shows; Under a Texas Moon; Matrimonial Bed; Stars Over Broadway; others. (L) Winter Garden shows; Artists & Models; others. (V) tours; M. C. in various cities.

FEIBEL, FRED. Network organist. (R) Between the Book-Ends (Hinds Honey

SHEP FIELDS

AND HIS

RIPPLING RHYTHM ORCHESTRA

The Original

Hollywood Gossiper

GEORGE FISCHER

Hollywood Whispers

Eighth Year on Air

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W O R

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& Almond Cream); Your News Parade (Lucky Strike Cigarettes).

FEIERMAN, HERB. Pianist, M.C., straight man, WOW, Omaha, Neb. (R) since 1930; various local shows. (V) Ak-Shr-Ben-Den, summer show, 1929-36. Member of Heinie & Karl, German comedy team, for three and a half years. (P) salesman.

FELBER, HERMAN. Concert orchestra director, WLS, Chicago. (R) since 1928; local shows including National Barn Dance (Alka-Seltzer), 1933-37; Melody Parade (Olson Rug Co.), 1936-37. Member of Chicago Symphony and Minneapolis Symphony Orchestra.

FELDKAMP, ELMER. Network entertainer. (R) Penthouse Serenade (Maybelline).

FELDMAN, ARTHUR. Announcer, WBZ-WBZA, Boston. (R) since 1933; various local shows on this station and WLOE, WMEX, Boston. (P) banking.

FENNELLY, PARKER W. Network actor. (R) various shows including Soconyland Sketches; Under the Jolly Roger; Sherlock Holmes; Frontier Days. (L) Shakespearian Plays, and others for 15 years.

FENTON, CARL. Musical director, orchestra leader, WMCA, New York. (R) since 1931; Bing Crosby program (Cremo Cigars), CBS, 1932; Charis program, NBC, 1931; also local shows on this station and WOR, New York. (L) New Faces, 1934. (V) 1930.

FENWICK, D. R. Continuity writer, WMCA, New York. (R) various local shows, including WMCA Manzaneres Orchestra at San Diego Fair (Ford Motor), 1935. (P) newspaper work

FERGUSON, ANN. Actress, WCHS, Charleston. (R) since 1935; local shows, WCHS Radio Drama Guild. (L) Little Theatre productions, 1934-37.

FERN, JAMES P. Singer, WDAF, Kansas City. (R) since 1936; local shows. (P) music teacher.

FERRI, GAETANO. Announcer, WOV, New York. (R) since 1932; local shows on this station and WFAB, WBNX, New York. (P) newspaper man, Italo-Americano Journal.

FERTE, JOSEPH. Actor, WBNS, Columbus. (R) since 1932; local shows including Majestic Radio Co. program, 1931; Seth Parker (Pocahontas Oil Co.), 1932. (L) Century Opera Co., 1921, 1922-27.

FESSLER, CARLOS. Singer, WHO, Des Moines. (R) since 1934; local shows on this station and WGN, Chicago, including Curtiss Candy program, 1937; guest appearances: Armour, NBC, 1934; Packard, NBC, 1934; Betty & Bob (General Mills), NBC, 1935. (F) commercials. (V) 1933-34.

FEYHL, HORACE W. Announcer, producer, actor, WCAU, Philadelphia. (R) since 1928; various shows including Pageant of Youth (Tastyeast), 1935-36; Uncle Russ (Campbell Cereal), 1936. (P) electrician.

FIDLER, JAMES. Network news commentator. (R) programs for Tangee Lipstick and Drene Shampoo. (F) Meeting Hollywood Personalities with Jimmy Fidler. Writer for fan magazines.

FIELD, JOHNNIE. Musician, KONO, San Antonio. (R) various local sustaining shows. (F) commercial short, 1937.

FIELD, STANLEY. Program director, chief announcer, WLTH, New York. (R) since 1933; various shows on this station and WMCA, New York. (L) Saturday Morning, 1931. (P) salesman.

FIELDING, BILL. Production director, special events commentator, WMC, Memphis. (R) since 1936; local shows. (L) Little Theatre productions.

FIELDS, BENNY. Network singer. (R) Ziegfeld Follies of the Air (Palmolive), 1936; guest appearances. (F) Big Broadcast of 1937 (Paramount), 1936. (L) 135th Street, 1925. (V) Fields, Salesbury & Davis, 1912; with Blossom Seeley since 1915; night clubs; single act.

FIELDS, BILLY. Guitarist, singer, WSPR, Springfield. (R) local show. (V) own troupe, Western Radio Stars.

FIELDS, DONALD A. Announcer, musician, orchestra leader, WDEV, Waterbury. (R) various local sustaining shows. (P) clerk.

FIELDS, MABLE. Musical director, WCKY, Cincinnati. (R) since 1929; various local shows including Phillips 66 Revue, 1936. Formerly member of Greer Sisters Trio.

FIELDS, ORVILLE E. Program director, announcer, WPAY, Portsmouth. (R) since 1929; various local shows. (L) stock, 1928-29. (P) tree surgery.

FIELDS, ROY (ROY LUCCHTEFELD). Musician, KMOX, St. Louis. (R) local shows, including Olson Weavers (Olson Rug Co.), 1937. (P) accordion teacher.

FIELDS, SHEP. Network orchestra leader. (R) The Radio Court of Honor (Radio Guide); RCA Magic Key; Jarman Show Series, 1936; Rippling Rhythm Review (John H. Woodbury, Inc.), 1937. (F) short (Paramount); Big Broadcast of 1938 (Paramount), 1937. (V) 1937. (P) law student.

JACQUES FRAY

AND

His Orchestra

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VIENNESE ROOF
ST. REGIS HOTEL
NEW YORK

Management: M.C.A.
Per Address
HOTEL ST. REGIS, N. Y.

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MORNING ALMANAC
CBS

STEINIE
BOTTLE PROGRAM
NBC

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Personal Representative:
ROGER WHITE
RKO Bldg., New York

BASIL FOMEEN



AND

HIS ORCHESTRA

FIELDS, SIDNEY H. Network writer. (R) Eddie Cantor shows.

FIELDS, W. C. Network comedian, actor. (R) Chase & Sanborn program (Chase & Sanborn Coffee). (F) Six of a Kind, 1933; You're Telling Me (Paramount), 1933; Old-Fashioned Way, 1934; Mrs. Wiggs of the Cabbage Patch, 1934; David Copperfield (MGM), 1935; others. (L). (V) comedy juggler.

FILLBRADT, LAURETTE. Network actress. (R) Tale of Today (Princess Pat, Ltd.).

FINLEY, STUART. Announcer, WIBX, Utica. (R) local shows on this station and WWSW, Pittsburgh.

FINNEY, HENRY. Arranger, leader, pianist, Michigan Network. (R) vocalist on Ft. Shelby Hotel broadcasts (CBS), 1929; arranger for all commercials on WXYZ since 1935. (F) commercials, 1936-37. (V) Jack Warr's Orchestra, 1920-22.

FIORILLO, PROF. MICHAEL. Announcer, chief translator, WRAX-WPEN, Philadelphia. (R) various Italian programs.

FIO RITO, TED. Network orchestra leader. (R) Lucky Strike program, 1932; Old Gold program, 1933; MJB Coffee program, 1934; Lady Esther program (summer), 1934-35; Clara, Lu 'n' Em (Frigidaire) 1936. (F) shorts (RKO). (V).

FIRESTONE CHORAL SYMPHONY. Network singers. (R) Voice of Firestone (Firestone Tire & Rubber Co.), since 1933.

FIRESTONE, EDDIE, JR. Actor, KPO-KGO, San Francisco. (R) since 1931; various shows including Wheatenaville (Wheatena Corp.), 1931-33; Death Valley Days (Pacific Coast Borax), 1936; Hawthorne House (Wesson Oil & Snowdrift), 1936-37. (P) school.

FISCHER, GEORGE. Network (Mutual) gossip commentator. (R) since 1930; Hollywood Gossip Program. (F) Two Against the World; Hollywood Vogues.

FISHELL, DICK. Special events director, sports commentator, WMCA, New York. (R) since 1932; various shows on this station and WFBL, Syracuse, including Sports Resumes for Wheaties, Auburn Motors Corp.

FISHER, ROBERT S. Musician, KSL, Salt Lake City. (R) since 1927; various local shows.

FISHER, SHUG. Stuttering comedian, singer, WWVA, Wheeling. (R) since 1929; local shows on this station and KMTR, Los Angeles, including Crazy Water Crystals program, 1932. (F) Stand Up and Cheer (Fox); Hollywood on Parade (Warner Bros.); others. (V) Beverly Hillbillies.

FISKE, BERT. Musician, KFWB, Los Angeles. (R) various local shows. (V) pianist with Blossom Seeley, 4 years.

FITCH, LOUISE. Network, actress. (R) Mortimer Gooch (Wrigley's Chewing Gum); Betty & Bob (Gold Medal Flour); Mary Marlin (Kleenex). (P) student.

FITZGERALD, ED. Network humorist, philosopher. (R) Feminine Fancies (participating program); various variety shows; local show for Bamberger Department Store. (P) newspaperman.

FITZGERALD, FRANCIS. Announcer, producer, WCSC, Charleston. (R) various local shows. (L) Junior League Follies, 1937. (V) Colonel Zeke of Goose Creek, 1936-37.

FITZGERALD, JOHN C. Announcer, actor, WSPD, Toledo. (R) local shows. (P) United Press correspondent.

FITZPATRICK, JACK L. News commentator, editor, KLZ, Denver. (R) since 1929; local shows. (P) newspaperman. Formerly staff announcer with 5 stations.

FITZSIMONS, RODNEY. Ballad and operatic singer, WPG, Atlantic City.

FLANERY, IVAN. News, sports commentator, announcer, KXBY, Kansas City. (R) local shows, including General Motors Concert, 1936.

FLANNERY, HARRY W. News commentator, KMOX, St. Louis. (R) since 1933; local shows on this station and WOWO, Ft. Wayne. (L) The Potters; Comic Supplement (Ziegfeld Follies Edition). (P) editor, writer.

FLANNERY, VIOLET. Singer, WJJD, Chicago. (R) since 1933; various shows, including programs for Alka-Seltzer, 1934; Pinex Co., 1935-36; Drug Trade Products, 1936-37. (V) Flannery Sister Act. (P) student.

FLATH, P. HANS. Musical director, KMBC, Kansas City. (R) conducted Rhythm Symphony Orchestra, with De-Wolf Hopper, NBC; local shows, including Rexall Drug Co. program, 1935.

FLEISCHMANN, SOL. Sports commentator, announcer, WDAE, Tampa. (R) since 1935; local shows on this station and WEVD, New York; WIL, St. Louis.

FLEMING, GORDON. Pianist, organist, arranger, CKLW, Detroit. R) since 1929; local shows, including White Star Refining program, 1929. (P) student.

FLETCHER, VERA. Actress, KTHS, Hot Springs. (R) guest on NBC and CBS programs; local shows on this station and WSM, Nashville; WMC, Memphis.

FLETCHER, WILLIAM I. Singer, trumpet player, band leader, CFCT, Victoria, B. C. (R) sustaining show.

FLINT, HARRISON. Organist, WMEX, Boston. (R) various local shows. (V) 1923-25. Formerly with British Broadcasting Corp.

FLIPPEN, JAY C. Master of ceremonies, WHN, New York. (R) local shows, including Amateur Hours for Phillips' Milk of Magnesia and Schenley Liquor. (L) June Days; Hello Lola; Great Temptations; others. (V).

FLYNN, CHARLES. Network actor. (R) We Are Four (Libby, McNeill & Libby).

FLYNN, ROY. Announcer, WATR, Waterbury. (R) since 1936; local shows. (P) student.

FOLMER, WALTER. Actor, director, WHEC, Rochester. (R) since 1933; local shows, including Queen of the Genesee (Socony-Vacuum), 1936. (F) writer and director, Bradmore Productions. (L) part-owner, Cukor-Folmer Players; director and author, Folmer-Kondolf Co.; director Paris-American Players, Rochester Civic Music Assn., American Association of University Women, others.

FOMEEN, BASIL. Orchestra leader. (R) various network broadcasts. (V) hotel engagements.

FOOTE, ELSIE. Announcer (women's programs), WNBX, Springfield. (R) local show.

FORBES, DON. Chief announcer, KNX, Los Angeles. (R) various shows, including Grace Moore Show (Nash Motors), 1937; shows for Shell Oil, Ford Motor Co., Fels Naptha. (P) radio engineer.

FORBES, MURRAY. Network actor. (R) The Story of Mary Marlin (Kleenex).

FOREMAN, BILL. Singer, KWK, St. Louis. (R) since 1935; local shows. (L) Opera Guild of St. Louis, 1935. (P) bookkeeper.

FORNO, LEANDRO. Announcer (Italian programs), WOV, Denver. (R) since 1932; local shows on this station and WHOM, Jersey City; WHN, New York. (P) motion picture distributor.

FORREST, JOHN R. News editor, commentator, KOL, Seattle. (R) since 1930; various local shows, including Gilmore Circus (Gilmore Oil Co.), 1930-32; Carlsbad Salts program, 1936. (F) The Big House (MGM), 1930; Rogue Song (MGM), 1930; others. (L) dramatic stock, 1927-28. (P) newspaper work.

THE
SPONSOR'S
DAUGHTER

JOLLY
GILLETTE

(EILEEN BARTON)

MILTON BERLE
GILLETTE PROGRAM

Every Sunday Night
CBS - Coast-to-Coast

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Personal Direction
of
WILLIAM MORRIS AGENCY



"Did you hear JOHN GAMBLING this morning?" — "Yes — and every morning except Sundays, for the last 12 years—6:45 to 8:00 a.m.—WOR.

"He's kept the same sponsor, Broadcast Brand, for 4 years. You got to have something to do that!"

"John has worked with the McCanns for *12 years* on nationally known foods. I've heard him free-lance on NBC and COLUMBIA programs, too. If I were in the ad business like you guys, I certainly would try to find out more about an announcer who has *proved* he can produce."

• JOHN B. GAMBLING
PEnnsylvania 6-8383

FORSTER, WALTER O. Announcer, news commentator, WIL, St. Louis. (R) since 1936; various shows. (P) teacher.

FORTESCUE, PRISCILLA. Writer, announcer, actress, WNAC, Boston. (R) local shows, including Sally at the Switchboard (Sears, Roebuck), 1936. (L) Katydid—So What? 1936; Ceiling Zero, 1936.

FORTIER, SLIM. Announcer, singer, musician, WCMI, Ashland. (R) since 1932; local shows, including Shell Gasoline, 1932-33; Goodrich Silvertown, 1936-37. (L) What Price Glory, 1928.

FOSTER, CARROLL, JR. Announcer, KFPY, Spokane. (R) Various local shows on this station and WTAR, Norfolk; KFEL, Denver, including Newspaper of the Air (Alka-Seltzer), since September, 1936. (P) reporter, photographer.

FOSTER, GEORGE P. Announcer, WPG, Atlantic City. (P) Radio operator.

FOSTER, JACK. Announcer, West Virginia Network, Charleston. (R) since 1936; various shows, including Wonder Melody Men (Continental Baking Co.), 1937. (V) 1926-29. (P) landscaper.

FOSTER, GLADYS. Woman's programs, KRLH, Midland. (R) various local shows on this station and KGNC, Amarillo.

FOSTER, LLOYD. Musician, WMT, Cedar Rapids. Member Peggy Fuller Orchestra.

FOSTER, ORVILLE. Musician, philosopher, Iowa Broadcasting Co. (R) various local shows since 1934. (F) news, short. (Paramount), 1935. Pit orchestra leader, Paramont Theatre, 1934-36. (P) head of music department, St. Ambrose College.

FOSTER, PHILIP. Network free lance actor. (R) Roses and Drums (Union Central Life Insurance Co.), 1932; Junior G-Men (Fisher Baking Co.); Personal Column (Chipso); Just Plain Bill (Kolynos Toothpaste); The O'Neills (Ivory Soap). (L) Road to Rome, 1927-28; Marco Millions, 1928-29; Mary of Scotland, 1933-35; Othello, 1937; Masque of Kings, 1937.

FOSTER, SALLY. Singer, WLS, Chicago. (R) since 1935; local shows including National Barn Dance (Alka-Selter), 1935-37; guest appearance, station EZRA (Alka-Seltzer), WMAQ, Chicago. (V) Badger State Barn Dance Troupe, 1933-35.

FOTI, FRANK. Orchestra conductor (concert), WICC, Bridgeport. (R) since 1935; local shows. Bridgeport Symphony Orchestra conductor.

FOUR COLLEGIANS, THE. Novelty and rhythm singers, WBZ-WBZA, Boston. (R) since 1933; local shows including Flufferettes (Durkee-Mower Co.), 1934-37; programs for Westinghouse, 1933; Pacific Oil, 1935. (V) RKO Opportunity Revue, 1932.

FOUR KING SISTERS. Network entertainer. (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp.).

FOUR VAGABONDS. Network novelty quartette. (R) Amos 'N Andy program (Pepsodent Co.), 1936; Sinclair Minstrels (Sinclair Oil), also various local shows. (V) 1934-36. (P) students.

FOX, MYRON. Announcer, KDYL, Salt Lake City.

FRANCES, DOROTHY. Actress, singer, WHN, New York. (R) local shows. (L) St. Louis Opera Co., stock.

FRANCIS, STAN. Master of ceremonies, CKCL, Toronto, Ontario. (R) since 1935; local shows. (L) stock, 1922-23. (V) Foley & Francis, 1925; Foley & Francis, 1928; single act, 1934-35. (P) banking.

FRANKLIN, JACK (JACK JONES). Actor, WFAA, Dallas. (R) since 1935 local shows on this station and KRDL, Dallas, including The Greyhound Traveler (Greyhound Bus), 1935-36; The Crime Reporter (Electrolux Dealers), 1937. (L) Little Theatre Work; road shows, 1935-36.

FRANZ, WILLIAM H. Comedian, KTUL, Tulsa. (R) local shows on this station and KVOO, Tulsa. (F) free lance work, including Chaplin shorts, 1915-17. (L) Listen Lester, New York and road, 1919; others. (V) unit shows; advance man for KVOO Revue. (P) insurance salesman.

FRASER, PAULA ("PRISBY"). Singer, dramatic actress, WBAP, Fort Worth. (R) various local shows. (V) appeared at a number of hotels, clubs, and theatres.

FRECKELTON, SLIM. Announcer, CKCL, Toronto, Ontario. (R) since 1930; various local shows. (L) Empire Theatre Players. (P) advertising manager.

FREEMAN, DEVERY. Writer for H. N. Swanson, Inc., program producers.

FREEMAN, EVERETT. Writer for H. N. Swanson, Inc., program producers.

FREEMAN, FLORENCE. Network dramatic actress. (R) Paul Whiteman Show (Kraft-Phenix Cheese); Madame Sylvia of Hollywood (Ry-Krisp); Jack Pearl program (Chase & Sanborn); Palmolive Beauty Box (Palmolive Soap). (L) summer stock.

FREEMAN, FREDERICK. Organist, pianist, KRE, Berkeley. (R) since 1933; local shows on this station and KSFO, San Francisco.

FRENCH, BOB. News commentator,

For Years . . . .

FRANK GILL, JR.

Has Written Dramatic and Comedy Material for Radio

Now . . . .

EDDIE CANTOR

and

TEXACO SUMMER SHOW

Soon . . . .

BROADWAY SHOW

"SO GOES THE NATION"

with FRANK MOSS

In Production October, 1937

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PARKYAKARKUS
BEA LILLIE
ILKA CHASE
WALTER WOOLF KING

GUESTS:

ETHEL BARRYMORE
LESLIE HOWARD
SOPHIE TUCKER
LUPE VELEZ
MILT GROSS
DUNCAN SISTERS
ARTHUR TREACHER
RUTH ETTING

(AND A FEW CUFFO)

Direction:
William Morris Agency

Personal Manager:
Frank Gill, Sr.

WHKC, Columbus. (R) since 1928; local shows including Ward Baking Co. program, 1934-37. (P) newspaperman.

FRENCH, JERRY. Popular singer, pianist, WMFO, Decatur. (R) since 1935; local shows. (P) radio service man.

FRENCH, KEN. Singer, actor, WHEC, Rochester. (R) since 1932; local shows including News Reporter (Tide Water Oil Co.), 1936-37.

FRIDELL, VIVIAN. Actress, WGN, Chicago. (R) since 1932; various local shows on this station and WTMJ, Milwaukee, including programs for Bayer Aspirin, Durkee's Famous Foods. (L) stock, 1933.

FRIEBUS, FLORIDA. Network entertainer. (R) Log Cabin Dude Ranch (Log Cabin Syrup).

FRIML, RUDOLF, JR. Orchestra leader. (R) various network brodcasts including guest appearances on Rudy Vallee and Bing Crosby programs. (F) shorts (Paramount). Master Recording artist.

FRITZ, CARL. Announcer, writer, actor, WFLA, Clearwater. (R) since 1930, various local shows including Chevrolet Revue (Chev. dealers), 1931-32. (F) Blind Husbands, A Fool's Desire (Universal), 1920-21. (L) 1925.

FROMAN, JANE. Network blues singer. (R) Iodent Program, 1933, NBC; Jello Program, 1937.

FROOS, SYLVIA. Network blues singer. (R) Richmon Brothers, CBS; Three Bakers, NBC. (V).

FROST, ALICE. Network dramatic actress, comedienne, impersonator. (R) with Robert Ripley (Fleischmann Yeast); Shell Show (Shell Oil); Showboat (Maxwell House Coffee); Johnny Presents (Philip Morris), CBS; Big Sister (Rinso), CBS. (F) Independent Eastern Pictures. (L) As Husbands Go; That's Gratitude. (V) in sketch with Sam Jaffee.

FRUMAN, SAMUEL. Saxophonist, WIP, Philadelphia. (R) since 1930; various local shows.

FRY, JIMMIE. Orchestra leader, CKSL, Toronto, Ontario. (R) various local shows. (P) school.

FUGIT, MERRILL. Network actor. (R) Kaltenmeyer's Kindergarten (Quaker Oats).

FUHRMANN, CLARENCE. Musical director, WIP, Philadelphia. (R) since 1930; various local shows. Solo appearances with Philadelphia and Philharmonic Orchestras.

FULLER, BILL. Producer, announcer, writer, KJBS, San Francisco. (R) since 1934; local shows on this station and KYA, San Francisco. (L) stock, 1925-29. (P) mechanical, electrical engineer.

FULLER, FREDERICK. Musical director, organist, WHA, Madison. (R) since 1920; local shows on this station and WIBA, Madison. (P) organ teacher.

FULLER, LE VERE L. Continuity writer, announcer, actor, WSAY, Rochester. (R) since 1930; local shows on this station and WGY, Schenectady; WOKO, Albany; WHAM, Rochester, including Today's News (Timken Oil Burner), 1932.

FULLER, PEGGY L. Music director, WMT, Cedar Rapids. (R) since 1928; local shows on this station and KGER, Long Beach. Has own band, Peggy Fuller and Her Pals.

FULLER, SAMMY. Announcer, KDKA, Pittsburgh. (R) various local shows including Fels Naptha Program. (V) personal appearance as Uncle Sammy and Sammy Fuller. (P) salesman.

FULMER, CHESTA HOLT. Continuity writer, WATL, Atlanta. (R) since 1930; local shows on this station and WGST, Atlanta; WIBX, Utica.

FULPS, HAROLD (TUCSON TED). Cowboy, hillbilly singer, KXBY, Kansas City. (R) local shows. (V) Billy Blankenbeker's Hillbillies.

FULTON, ENID JACKSON. Actress, WKY, Oklahoma City. (R) since 1934; local shows. (L) stock. (P) student.

FULTON, JACK. Network tenor. (R) Paul Whiteman Programs (Old Gold, 1929; Allied Quality Paint, 1931; Kraft Cheese, 1934; Hormel Program (CBS), 1936-37; Poetic Melodies (Wrigley's Chewing Gum), 1936-37. (F) shorts (Warner Bros., Universal, Fox). (L) Sunny (with George Olson), 1926; The City Chap, 1926.

FUNK, MARTIE. Singer, WAVE, Louisville. (R) since 1936; local commercial and sustaining shows.

G

GACHE, DAN. Musician, KMOX, St. Louis. (R) since 1931; various shows including programs for Barnsdall Oil, 1932; Dodge Bros., 1933; Standard Oil, 1933; Listerine, 1936; Mobile Gas, 1936-37. (V) night clubs, stage bands.

GADE, WALLACE A. Announcer, KJBS, San Francisco. (R) since 1933; various local shows, including programs for General Mills, Sperry Flour Co., Dodge dealers. (L) Earl Shade Players, 1929-30. (P) salesman.

GAEDOR, JOHN. Program director, announcer, CKLW, Detroit. (R) since 1934;

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* Radio † Opera ‡ Stage Star

* Recently heard as guest artist on General Motors and Lucky Strike programs. One of Radio's best beloved stars.

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Circle 6-6600

local shows on this station and CKPC, Brantford. (P) accountant.

GAETA, ROSINA. Actress, WLTH, New York City. (R) since 1934; various local shows. (P) student.

GAGE, BEN. Network actor. (R) Modern Cinderella (General Mills).

GAINES, ROLAND. Guitarist, singer, KWK, St. Louis. (R) Welcome Valley (Household Finance), NBC; Happy Days in Dixie, NBC; local shows on this station and WNEW, New York; WBZ-WBZA, Boston; WLW, WCKY, Cincinnati, including programs for Texas Crystal Co.; Tastyeast, (V) nine years. (P) farmer.

GAINES, RUBEN. Announcer, music director, KVI, Tacoma. (R) since 1936; local shows on this station and KWJJ, Portland. (L) Tacoma Drama League; Tilly of Bloomsbury, 1936. (P) business manager, Tacoma Philharmonic Orchestra.

GAINSWORTH, MARJORIE. Network singer. (R) concert orchestra broadcasts, NBC; also various local shows on WHO, Des Moines, and KOA, Denver, 1932-33. (L) Duncan Sisters' Topsy and Eva, 1934; Chicago Grand Opera, 1934-35; Chicago City Opera, 1935-36. (V).

GAITHER, DUANE. Announcer, KOIL, Omaha. (R) since 1932; various local shows.

GALE, JIMMY. Network actor. (R) Modern Cinderella (General Mills).

GALLAHER, EDDIE. Announcer, producer, KTUL, Tulsa. (R) since 1934; local shows, including Football Games (Tydol); Courteous Colonels (Barnsdall Refining Co.), CBS, 1937.

GALLEHER, WILLIAM C. Children's programs, WIP, Philadelphia. (R) various local shows. (P) purchasing agent, advertising director.

GALLICCHIO, JOSEPH. Network conductor. (R) Tea Time at Morrell's (Red Heart Dog Food).

GALLOP, FRANK. Network announcer. (R) A. & P. Coffee Time (Great Atlantic & Pacific Tea Co.), 1936; The Lady Esther Serenade (Lady Esther cosmetics), 1936; Dr. Dafoe and the Dionne Quins (Lehn & Fink, Lysol), since 1936; Saturday Night Serenade (Pet Milk Co.), since 1936. (P) stock brokerage.

GALLUP, KENNETH. Singer, WHK-WJAY, Cleveland. (R) since 1935; various sustaining shows.

GAMBLING, JOHN B. Physical exercise instructor, M. C., announcer, WOR, New York. (R) since 1925; various local shows, including Gym Class (Illinois Meat Co.), McCann Pure Food Hour, 1926. (F) shorts.

GARCIA, KENNETH A. Actor, KPO-KGO, San Francisco. (R) various shows, including Death Valley Days (Pacific Coast Borax), 1937. (L) Topsy and Eva, 1935; Puss in Boots, 1937; others.

GARDE, BETTY. Network dramatic actress. (R) Van Heusen Program, 1933-34; Kraft Music Hall (Kraft-Phenix Cheese Corp.), 1935; Mrs. Wiggs of the Cabbage Patch (American Home Products); Gang Busters (Colgate-Palmolive-Peet), 1936; Magic Voice (P. & G., Chipso), 1936; A. & P. Bandwagon (A. & P. Tea Co.), 1936; Eddie Cantor program (Pebeco), 1936; Walter Winchell (Jergens Lotion), 1936; Dr. Dafoe and the Dionne Quins (Lehn & Fink, Lysol), 1936. (F) The Lady Lies (Paramount), 1930; Secrets of a Secretary (Paramount), 1931; others. (L) The Nervous Wreck, 1925; The Social Register, 1932; others.

GARDNER, COIT B. Musician, West Virginia Network, Charleston. (R) commercial show. (P) operator, Carbide & Carbon, Inc.

GARISTO, FRANK. Musician, WMCA, New York. (R) Pick & Pat (NBC); also various local shows.

GARLAND, BERNARD. Announcer, WNAC, Boston. (R) local shows on this station and WGAL, Lancaster; WHOM, Jersey City; WAAB, Boston; including football games (Socony-Vacuum Oil Co.), Yankee Network. (L) stock: Macbeth, 1933; Wings Over Europe, 1935. (V) Follies of 1934. (P) newspaper writer.

GARY, SID. Singer, WMCA, New York. (R) since 1933; various shows, including programs for Phillips Milk of Magnesia, United Drug Co., Cunard Lines, Socony Vacuum, United Cigar Co., Chrysler Motors. (F) The Song Plugger (Warner Bros.), 1931; others. (L) The Spider, 1927. (V) Burns & Gary, 1920-22; Bernard & Gary.

GATES, ANDREW. Violinist, WHK-WJAY, Cleveland. (R) since 1936; local shows, including Pontiac Dealers' program, 1937. (P) office clerk.

GATES, PETE. Announcer, KRLH, Midland. (R) since 1937; local shows. Formerly pianist with dance bands.

GAUTTIER, EPHIEM G. Singer, WNBH, New Bedford. (R) local Franco-American hour.

GAYLE, AL. Singer, accordionist, KFI-KECA, Los Angeles. (R) since 1934; local shows. (F) The Last Roundup (Par-

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Columbia Broadcasting System

KNX, Hollywood

Al Goodman

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444 Madison Ave.
NEW YORK

Management
M.C.A.

amount), 1934; Theodora Goes Wild (Columbia), 1937.

GAYLORD, CHESTER. Announcer, WTAG, Worcester. (R) local shows on this station and WBZ, Boston; soloist, Coca-Cola Hour (NBC).

GEEHAN, JERRY. Sports announcer, KVI, Tacoma. (R) since 1930; local events and shows on this station and KMO, Tacoma.

GEER, ELEANOR PACKER. Pianist, WNAC, Boston. (R) since 1929; local shows. (V) 1927-29.

GELDART, J. G. Singer, CFRN, Edmonton. (R) since 1935; local shows.

GELLER, JEROME. Musician, announcer, arranger, KFEQ, St. Joseph. (R) since 1933; various local shows. (V) Night Club, 1936. (P) dance orchestra.

GENDRON, MARIE A. Singer, vocal instructor, WJMS, Ironwood. (R) since 1935; local shows on this station and WBEO, Marquette; including Kresge's Musical Review, 1937. (L) various operatic roles; concert tours.

GENSEL, CARL. Announcer, Michigan Network. (R) shows include Pacific Coast Conference Football Games (Associated Oil), 1934-35; sports broadcasts (Red and White Stores of Pacific Northwest), 1934-36. (L) Passing Show of 1915 (road show). (V) orchestra leader, M. C.

GENTILE, JOSEPH E. Sports, news commentator, comedian, CKLW, Detroit. (R) since 1933; local shows, including Sportcast (Penn Oil), 1934. (L) Student Prince, 1927-28. (P) musician.

GENTRY, EDDIE. Musician, KMOX, St. Louis. (R) since 1933; local shows, including programs for Olson Rug Co., Crazy Water Crystals. (V) Ozark Mountaineers, 1933-37.

GEORGE, CARL E. Producer, announcer, WGAR, Cleveland. (R) since 1935; Singing Lady (Kellogg Co.), NBC, 1935; Vox Pop Junior (Curtiss Candy Co.), 1936-present. (P) college.

GEORGE, RUPERT. Comedian, WIP, Philadelphia. (R) various local shows. (F) shorts (Hal Roach), 1926-28. (L) Mae Desmond Stock Co., 1928. (V) China Rosebuds, 1929. (P) printing.

GERARD, MELVA. Actress, WOW, Omaha. (R) since 1934; local shows, including Mary Marlin (Kleenex), 1934-35; Ma Perkins (Oxydol), 1934-35; Montgomery Ward program, 1934. (F) commercials. (L) stock, 1924-35.

GERHARDI, GEORGE. Announcer, WRAX-WPEN, Philadelphia. (R) various German shows. Member of The Philadelphia Civic Opera Company.

GERRARD, CHARLES. Actor, KPO-KGO, San Francisco. (R) various NBC shows, including Winning the West (Occidental Life Insurance), 1936-37; Death Valley Days (Pacific Coast Borax), 1936-37; Sperry Special (Sperry Flour Co.), 1936-37; One Man's Family (Standard Brands), 1937. (L) stock. (P) dentist.

GERRY, ELIZABETH A. Swing singer, pianist, WMEX, Boston. (R) since 1930; local shows. (V) Whonisky Memorial: Revue, 1937.

G'FELLER, KENNETH ARNOLD. Singer, WOC, Davenport. (R) since 1934; local shows, including Sunday Sacred Music (Peruna), 1934-35; Big Yank Four (Big Yank Shirt), 1935. (L) Van-Woodman Players, 1928-29.

GIBBONS, FLOYD. Network commentator, sports and newscaster. (R) House of Magic (General Electric), 1929-31; programs for Literary Digest, 1930; Armour & Co.; Nash Motors; Johns-Manville; Your Adventure with Floyd Gibbons (Colgate - Palmolive - Peet), 1937; guest appearances on Maxwell House Show Boat and RCA Magic Key; local programs for Standard Oil of Iowa; (F) Turn of the Tide (RKO); True Adventure Series (Warner Bros.). (V) lectures and talks. (P) reporter. Author of And They Thought We Wouldn't Fight, 1918; Red Knight of Germany; The Red Napoleon.

GIBBONS, GUILBERT. Announcer, sports commentator, actor, WHK-WJAY, Cleveland. (R) various shows, including Baseball Broadcasts (General Mills), 1935-36; Fred Waring (Ford), 1936; Horace Heidt (Stewart-Warner), 1936. (F) shorts (20th Century-Fox), 1936. (L) Dracula, 1930; Stage Struck, 1931; Connecticut Yankee, 1931. (P) college.

GIERSDORF, RAE. Network singer. (R) Calendar of Melody (E. R. Squibb & Sons).

GIERSDORF SISTERS. Network singers. (R) Philip Morris program.

GILBERT, JANICE. Network juvenile dramatic actress. (R) The O'Neills (P & G for Ivory Soap), since 1935; Bayer Aspirin program; guest appearances on Floyd Gibbon's program, Kate Smith's Bandwagon, Pretty Kitty Kelly, Laugh with Ken Murray.

GILBERT, MARIAN. Singer, WCBM, Baltimore. (R) local show, 1937. (L) De Feo Grand Opera Co., 1925; Baltimore Civic

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Opera Co., 1933-36; others. (V) 1935-36.

GILES, ERVA. Musical director, singer, WFIL, Philadelphia. (R) since 1929; shows include those for Fuller Brush, 1926-27; Royal Typewriter, 1926; Ruud Gas Water Heater, 1927; Seiberling Tires, 1928-29; A. & P., Wrigley Chewing Gum, Chase & Sanborn Coffee, Maxwell House Coffee, McKesson & Robbins. Has also done concert work and Victor Recording; had own dance orchestra. (P) vice-president, music publishing co.

GILL, C. E. Clarinet, saxophone player, WFAA, Dallas. (R) since 1935; local shows. Staff orchestra, various Texas Theatres, 1921-31.

GILL, FRANK, JR. Network writer. (R) Eddie Cantor's Texaco Summer Show, 1937; material for Ed Wynn, Al Jolson, Fannie Brice, Dick Powell, Parkyakarkus, Beatrice Lillie, Ethel Barrymore, Leslie Howard, Ruth Etting and others. (L) So Goes the Nation, with Frank Moss (in production, October, 1937), others.

GILL, ROBERT. Announcer, actor, WCAU, Philadelphia. (R) since 1933; various local shows, including Mystery Dramas (General Electric), 1933. (L) Pittsburgh Players, 1933-35.

GILLESPIE, JOSEPH. Announcer, KOA, Denver. (R) since 1935; local shows on this station and KVOR, Colorado Springs, including Red and Tag (Chevrolet Motor Co.), 1936; Colonel Courtesy (Barnsdall Refining Co.), 1936.

GILLESPIE, SHIRLEY. Actor, singer, pianist, accordionist, WHO, Des Moines. (R) since 1935; local shows, including Gene & Glenn (Kellogg Co.), 1936. (P) student.

GILLIS, DON. Musician, WBAP, Fort Worth. (R) since 1936; various local shows.

GILMAN, PAGE. Actor, KPO-KGO, San Francisco. (R) since 1932; various shows, including Memory Lane (General Petroleum), 1932-34; One Man's Family (Standard Brands, Inc.), 1935.

GILMORE, ARTHUR. Announcer, producer, singer, KNX, Los Angeles. (R) various shows, including Sperry Male Chorus Parade (Sperry Flour Co.), 1936-37; producer of Hollywood originations on Lucky Strike Hit Parade.

GILMOUR, CHARLES H. Actor, WCHS, Charleston. (R) WCHS Drama Guild. (L) Little Theatre Productions.

GINGRAS, EVA. Singer, WBZ-WBZA, Boston. (R) since 1933; local shows. (V) 1928. (P) stenographer.

GINN, ANN. Director of women's activities, WTCN, St. Paul. (R) since 1934; local shows, including Galaxy of Stars (Red Star Yeast), 1934. (L) stock, 1922-23. (P) sales promotion manager.

GIOVANAROTI, CARLO. Announcer, commentator, actor, WMEX, Boston. (R) various local shows on this station and WHOM, Jersey City. (P) newspaperman.

GIRARD, ARMAND. Singer, KPO-KGO, San Francisco. (R) since 1932; various local shows, including programs for Associated Oil Co., 1932-34; Coca-Cola, 1935; RCA Victor, 1935. (P) banking.

GISH, LILLIAN. Radio, film and legitimate actress. (R) guest appearances. (F) The Birth of a Nation, 1914; Intolerance, 1916; The Greatest Thing in Life, 1919; Scarlet Letter; Annie Laurie, 1927; One Romantic Night (United Artists), 1930; many others. (L) A Good Little Devil (David Belasco); Hamlet, with John Gielgud; others.

GLADSTONE, EVE. Pianist, singer Michigan Network. (R) since 1933; various shows on this network and stations WLW, Cincinnati, WXYZ, Detroit, including programs for Crazy Water Crystals, Standard Oil of Ohio. (V) 1923. (P) piano teacher.

GLADWIN, GRAHAM. Announcer, actor, WNAC, Boston. (R) since 1930; local shows. (F) Gentlemen Prefer Blondes (Universal). (P) salesman.

GLASON, BILLY. Singer, comedian, M.C., WMCA, New York. (R) various sustaining shows. (L) Gay Paree. (V). (P) newsboy.

GLASS, EVERETT. Actor, director, KPO-KGO, San Francisco. (R) various shows including One Man's Family (Standard Brands), NBC, 1937. (L) director, Federal Theatre, 1936-37.

GLASS, JULIUS. Script writer, WGAR, Cleveland. (R) local shows.

GLEASON, HELEN. Network singer. (R) programs for Palmolive, 1934; Good Gulf Gasoline, 1935; General Motors, Sears Roebuck, and Lucky Strike Cigarettes, 1936-37. (L) appearances at La Scala, Milan, Africa, etc., 1927-30; Metropolitan Opera, 1932-36; St. Louis Opera, 1936; lead in Franz Lehar's operetta, Frederika. (V) Here, There and Everywhere, 1936.

GLEE CLUB (Jerry Bowne, Icky Morgan, Lysbeth Hughes, Art Thorsen, Bob McCoy). Network singers. (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp.).

GLEEN, HERZEL. Network actress. (R) Dr. Allen Roy Dafoe (Lehn & Fink for Lysol).

GLEN, IRMA. Network organist. (R) Acme Sunshine Melodies (Acme White Lead & Color Works); others.

GLENN, CHARLES. Announcer, news reporter, director, WNAX, Yankton. (R) since 1935; local shows including Oshkosh Newscast (Oshkosh Overalls), 1937; Thoughts (Sterling Life Ins.), 1937. (P) newspaper business.

GLENN, ROBERT. Announcer, KRE, Berkeley. (R) various local shows. (P) U. S. Naval Reserve officer.

GLICK, HARRY. Exercise instructor, WHN, New York. (R) since 1932; various local shows, including Health Rowing Machine, 1932; Pebeco Toothpaste, 1933; Occy-Crystine Mineral Drink, 1933. (V) 1917, 1928.

GLOE, ERNEST. Accordionist (Argentine Trio), KPO-KGO, San Francisco. ((R) various local shows, including Chain Store Association of California program, 1936.

GROVER, WILLIAM ELWOOD. Announcer, musical director, CHAB, Saskatchewan. (R) since 1936; local shows including Pembleton Motors (Packard Dealers), 1937. (P) student.

GLSRIA, ANGELS. Actor, WOV, New York. (R) local shows on this station and WBBS, WMCA, New York. (F) Italian comic shorts, 1913. (L) 20 years in New York and Italy. (P) accountant.

GLUSKIN, LUD. Musical director, KNX, Los Angeles. (R) various shows including programs for Ex-Lax, 1935-36; Campbell's Tomato Juice, 1937. (F) Two Hearts in Waltz Time (UFA, Berlin), 1931. (V) 1936.

GODFREY, ARTHUR M. Commentator, WJSV, Washington. (R) since 1931; Professor Quiz (Kelvinator), CBS; various local shows on this station and WMAL, Washington, including Philadelphia Symphony (Chesterfield), 1934. (P) U. S. Coast Guard.

GODFREY, GROVER, JR. Producer, WNBR, Memphis. (R) since 1935; local shows. (L) 1929-30.

GODT, PAUL. Organist, pianist, WTMV, St. Louis. (R) since 1936; local shows including Down thru the Ages (Fairbanks Morse Radios), 1936; Woman's Forum (Fairbanks Morse Refrigerators), 1936. (V) 1933.

GOEBEL, ALBERT. Pianist, accordionist, WTJS, Jackson. (R) since 1935; local shows.

GOFF, HENRY D. Writer, advertiser, WSUN, St. Petersburg. (L) Shakesperian Plays, 1923-25; The Student Prince. (P) student.

GOFF, NORRIS. Network actor, writer. (R) Abner, of Lum 'n'Abner (Horlick's Malted Milk).

GOFF, WILLBY. Announcer, producer, WGH, Newport News. (R) local shows. (V) own band, 1934; M. C. appearances. (P) music teacher, pupil schools.

GOGERTY, LEW. Orchestra leader, WBIG, Greensboro. (R) local shows. (V) hotel engagements.

GOLDEN, MARTIN J. Singer, orchestra member, WMEX, Boston. (R) local sustaining shows. (V) M. C. engagements with night clubs, orchestras.

GOLDER, HENRY. Announcer, Michigan Network. (R) since 1934; various shows including Ann Worth, Housewife (Mills Baking Co.), 1935-37; Wandering Vagabond (LaSalle Wines), 1936. (F) commercials, 1935-37. (P) college.

GOLDMAN, EDWIN FRANKO. Orchestra leader, conductor, composer. (R) Kodak Hour, CBS; Goldman Band Concerts.

GOLDMAN, LEON. Network conductor, solo violinist. (R) conductor of Colum-

JOHNNY
GREEN
MUSICAL DIRECTOR
THE PACKARD HOUR
—N. B. C.—
•
1935-36 JELLO —NBC
1935 SOCONY — CBS
1934 OLDSMOBILE — CBS
1934 MUSIC IN THE MODERN MANNER
—COAST TO COAST—

bia Salon Orchestra. Formal New York debut at Aeolian Hall, 1927.

GOOD, DOLLY. Singer (Girls of Golden West duo), WLS, Chicago. (R) since 1935; local shows including Pine Mountain Merrymakers (Pinex), 1935-37.

GOOD, MILLY. Singer (Girls of Golden West due), WLS, Chicago. (R) since 1935; local shows including Pine Mountain Merrymakers (Pinex), 1935-37.

GOODE, GENENA. Staff pianist, WMFO, Decatur. (R) since 1936; local shows. (P) student.

GOODELLE, NIELA. Network singer. (R) program for Cutex. (L) Ziegfeld Follies, 1931, 1934. (F).

GOODMAN, AL. Network orchestra leader. (R) Ziegfeld Follies Show (Chrysler Motors), 1931; Good Gulf program, 1933; Bromo-Seltzer program, 1934; Palmolive Beauty Box (Colgate-Palmolive-Peet), 1934-37; Lysol program, 1935; Maxwell House Showboat, 1936-37; Your Hit Parade (Lucky Strike Cigarettes), 1936-37. (F) two feature pictures (Paramount). (L) The Desert Song, 1926; New Moon, 1928; Follow Through, 1929; Flying Colors, 1932; Strike Me Pink, 1933; Life Begins at 8:30, 1934.

GOODMAN, BENNY. Network orchestra leader. (R) Let's Dance (National Biscuit), 1934; Elgin Revue (Elgin National Watch Co.), 1934; Jack Oakie College (Camel Cigarettes), 1936-37. (F) Gold Diggers of 1936 (Warner Bros.); Big Broadcast of 1937 (Paramount); Hollywood Hotel (Warner Bros.), 1937. (V).

GOODRICH, MILDRED. Pianist, organist, WDNC, Durham. (R) since 1934; various local shows, including Legislative Roundup (Goodrich Tires), 1937. (P) dancing school.

GOODWIN, BILL. Network announcer. (R) Burns and Allen (White Owl Cigars) 1934; Alexander Woollcott (Cream of Wheat), 1935; Mobiloil Magazine (General Petroleum), 1935; Marc Warnow (Chrysler Series), 1936; Oakie College and Camel Caravan (Camel Cigarettes), 1936-37. (L) The Broken Wing (with Leo Carillo), 1930; Lombardy, Ltd., 1931.

GOODWIN, GLENN.. Actor, WHO, Des Moines. (R) local shows including Guardians of the Highway (Chevrolet Co.); Colonel Courtesy (Bransdall Refining Co.). (L) stock, 1923-31.

GOODWIN, GUY. Announcer, WTNJ, Trenton. (R) various local shows. (F) Commercials. (L) stock, 1933. (V) The Blackbirds, 1929-35. (P) college.

GORDON, BERT. Network character comedian. (R) Gillette Community Sing, Rippling Rhythm Review, Ziegfeld Show of the Air, Rudy Vallee Varieties, Eddie Cantor program. (F) She Gets Her Man (Universal), 1935; New Faces (RKO), 1937. (L) George White's Scandals, 1921; Girl Crazy, 1930. (V) Bert Gordon & Co.

GORDON, DOROTHY. Network sustaining programs. (R) director of music programs, The American School of the Air, 6 years; conductor of Children's Corner. (L) costume recitals of Folk Songs in American and European theatres.

GORDON, GALE. Network, actor. (R) English Coronets, American Caravan. (F) Origin of Superstition, 4 shorts. (L) stock, 3 years.

GORDON, LARRY. Musician, WMT, Cedar Rapids.

GORDON, LEE (STUBBY). Orchestra director, WTAM, Cleveland. (R) since 1931; various shows including programs for Standard Oil, Hi-Speed Gas, Ford Motor Car Co. (V) master of ceremonies; Member Phil Spitalny's Orchestra, 7 years.

GORDON, RICHARD. Network actor. (R) Sherlock Holmes (Household Finance; G. Washington Coffee).

GORDON, ROBERT. Network actor. (R) Goose Creek Parson (Super Suds).

GORDONI, LILLIAN. Comedienne, blues singer, mistress of ceremonies, WSBC, Chicago. (R) since 1925; various shows on this station and WTAM, Cleveland; WCFL, Chicago. (V) Ideals and What, No Bones?, 1926-29; single act; night club engagements.

GOREN, OSCAR. Announcer. WRAX-WPEN, Philadelphia. (R) various local Jewish programs.

GORIN, IGOR. Network singer. (R) Hollywood Hotel (Campbell Soups). (F). Broadway Melody, 1937. (L) played in over 30 operas in Czechoslovakia, 1931-32. (P) medical student in Vienna.

GOTHARD, Network actor. R) Romance of Helen Trent (Edna Wallace Hopper); Wife vs. Secretary (Bayer Aspirin); Hope Alden's Romance (Taystee Bread).

GOULD, MARGARET K. Producer, KVI, Tacoma. (R) since 1935; local shows.

GOULDING, GEORGE. Organist, pianist, KIUL, Garden City. (R) various local shows.

GRADY, EILEEN. Organist, pianist, WMFG, Hibbing. (R) various local shows.

GRAHAM, BETTY JANE. Singer, WHO, Des Moines. (R) local shows including Presenting Virginia Dare (Virginia Dare Extract Co.). (P) student.

GRAHAM, HELEN. Singer, KMOX, St. Louis. (R) since 1934; various local shows including programs for Olson Rug Co., United Remedies, Falstaff Brewing Co.

GRAHAM, JOSEPH W. Announcer, WPAY, Portsmouth. (R) since 1936; local show. (P) college.

GRANBY, SUMNER. Actor, announcer, WMEX, Boston. (R) local sustaining shows.

GRANDEY, LEROY. Script writer, KNX, Los Angeles. (R) various shows on this station and KGW, Portland; KOMO, Seattle; KHQ, Spokane.

GRANT, COLONEL O. S. Comedian, KERN, Bakersfield. (R) since 1933; various local shows. (V) Taylor Brothers Circus; Glenn Comedy Co.

GRANT, HUBERT J. Announcer, commentator, WALA, Mobile. (R) since 1934; local shows.

GRANT, JOSEPH. Announcer, WMEX, Boston. (R) since 1932; various local shows. (L) stock, 1932. (P) assistant theatre manager.

GRANT, MARSHALL. Organist, KNX, Los Angeles. (R) since 1934; various local shows.

GRANT, PHYLLIS. Director of children's plays, actress, CKCL, Toronto, Ont. (R) various local shows. (L) Madam Sherry, 1928-29; Empire Stock Co., 1930-31. (P) dramatic student. Formerly with British Broadcasting Corp.

GRANT, TAYLOR. Announcer, WCAU, Philadelphia. (R) various local shows, including Football Games (Atlantic Refining Co.), 1936. Newscasts (Personal Finance Co.) 1936-37). (P) bank clerk.

GRAUER, BEN. Network announcer, M. C. (R) Your Hit Parade & Sweepstakes (Lucky Strike Cigarettes); Bakers Broadcast (Fleischmann Yeast for Bread); others.

GRAVES, TED (MISS). Pianist, accordionist, singer, WBAP, Fort Worth. (R) various local shows. Staff accompanist at WBAP 12 years.

GRAVES, VIRGINIA. Ballad singer, Michigan Network. (R) various local shows since 1935.

GRAY, ALEXANDER. Network singer and actor. (R) Chesterfield Cigarette Program, 1933; Voice of America (Underwood Typewriter Co.), 1935; Performance by Chrysler (Chrysler Motors), 1936; guest appearances on Ipana, Chevrolet, Gulf Oil and Spud Cigarette



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Guest Conductor:
PHILADELPHIA SYMPHONY
HOLLYWOOD SYMPHONY

•

Exclusive Management
CONSOLIDATED RADIO
ARTISTS, INC.
30 Rockefeller Plaza New York

programs. (F) Sally; No, No, Nanette; Song of the Flame; Spring Is Here (all by Warner Bros.); others. (L) Ziegfeld Follies, 1922-23; Annie Dear, 1923; Desert Song, 1927-29; others. (V) Gray & Claire, 1931-32; single act, 1933.

GRAY, LAWRENCE. Network entertainer. (R) Morning Matinee (local department stores).

GRAY, NANCY. Commentator, WTMJ, Milwaukee. (R) since 1932; local shows. (P) interior decorator.

GRAY, HOWARD P. Announcer, KFVD, Los Angeles. (R) since 1935; local shows on this station and KFOX, Long Beach; KMPC, Beverly Hills; KEHE, KFAC, Los Angeles. (P) secretary, auto salesman.

GREAR, JOE. Announcer, WHBF, Rock Island. (R) local show.

GREEN, EDDIE. Network entertainer. (R) Harlem Revue (Fleischmann Yeast for Health).

GREEN, HOWARD. Comedian, WIP, Philadelphia. (R) various local sustaining shows. (V) Miner's Americans, Empire Circuit, 1909-10; Majestic, Columbia & Orpheum Circuits, 1911-12.

GREEN, IVAN. Actor, KYA, San Francisco. (R) various local shows on this station and KSFO, San Francisco. (L) Little Theatre work.

GREEN, JOE. Network entertainer. (R) Come On, Let's Sing (Colgate-Palmolive-Peet).

GREEN, JOHNNY. Network orchestra leader. (R) programs for Oldsmobile, 1934; Socony-Vacuum, 1935; Jello, 1935-36; Packard, 1936-37. (F) Follow the Leader, Sap of Syracuse, Smiling Lieutenant, My Sin; others, including numerous shorts, 1929-32. (L) composer for Three's a Crowd, 1931. (V) appearances with Ethel Merman, Buddy Rogers, James Melton; also with his own band. (P) clerk, Wall Street.

GREEN, MITZI. Network actress, singer. (R) guest appearances on various network shows. (F) Marriage Playground, 1929; Honey, 1930; Tom Sawyer, 1930; Little Orphan Annie, 1931; Girl Crazy, 1931; Transatlantic Merry-Go-Round, 1933. (L) stock, 1936; Babes in Arms, 1937. (V) child mimic.

GREEN, SMOKY. Musician, WPAY, Portsmouth. (R) local show.

GREENBLATT, BEN. Pianist, KYW, Philadelphia. Formerly with Meyer Davis Orchestra; European tour with University of Chicago Orchestra.

GREENE, ROSALINE. Network actress. (R) shows include Maxwell House Showboat, Rise of the Goldbergs, Roses and Drums, Luck of John Christopher. (L) stock.

GREENOUGH, FRANK. Musical director, KDB, Santa Barbara. (R) since 1924; various local shows. (L) June Moon; Remote Control. (V) Fanchon & Marco.

GREENWOOD, EUNICE. Actress, WTIC, Hartford. (R) since 1934; local shows, including Guy Hedlund & Co. (Travelers Insurance Co.), 1934-37. (L) Little Theatre groups.

GREER (MISS) FRANCES. Concert singer, WJBO, Baton Rouge. (R) since 1934; Pontiac Varsity Show, NBC, 1937; various local shows. (L) Baton Rouge Opera Association productions.

GREINER, SETH. Musician, KMOX, St. Louis. (R) local shows, including Listerine and Phillips Petroleum. (V) Alfred D'Artega Orchestra, 1934-35.

GRENNELL, EILEEN E. Singer, Iowa Broadcasting Co. (R) local sustaining shows. (F) trailers, 1936. (V) appearances with Al Morley's Orchestra.

GREY, BILLY. Actor, singer, WHN, New York. (R) local shows. (F) Radio Nuts, 1936. (L) dramatic stock, 1926-28. (V) Martin & Doyle, 1914-19; Will & Marion, 1919-25; Grey & Sully, 1936.

GREY, DONALD. Pianist, WNBF, Binghamton. (R) since 1930; local shows. (V) Lina Basquette, 1929. (P) piano teacher.

GREY, LANNY. Pianist, vocal arranger, WNEW, New York. (R) since 1935; various local shows. (P) college.

GRIER, JIMMY. Network conductor. (R) The Park Avenue Penners (Cocomalt).

GRIFF, MORRIS. Physical director, CKWX, Vancouver, B. C. (R) since 1931; local shows. (P) physical instructor.

GRIFFIN, BOBBY. Announcer, WHO, Des Moines. (R) since 1924; local shows on this station and KYW, Chicago, including programs for Curtiss Candy Co., 1937; Virginia Dare Extract Co., 1937. (F) news and trailers, 1930-32. (P) student.

GRIFFIN, HELEN OVIATT. Actress, commentator, WHEC, Rochester. (R) since 1931; local shows. (L) The Creaking Chair, 1929; The Little Journey, 1930; Little Accident, 1933. (P) publicity, newspaper.

GRIFFIN, MARY ELIZABETH. Actress, WHBF, Rock Island.

GRIFFIN, ROBERT. Network actor. (R) The Story of Mary Marlin (Kleenex; P & G for Ivory Soap); Tale of Today (Princess Pat, Ltd.).

GRIFFIN, Z. WAYNE. Writer, producer, KHJ, Los Angeles. (R) since 1935; local shows, including Carefree Carnival (Signal Oil), 1935. (L) The Royal Family, 1931; Playboy of the Western World, 1933. (V) various theatres, 1920-22. (P) music teacher.

GRIFFITH, HOMER. Script writer, editor, WFAA, Dallas. (R) since 1929; local shows on this station and WLS, WJJD, Chicago, including program for Aladdin Lamps, 1934 to date. (V) song and dance engagements in California. (P) advertising.

GRIMM, LORRAINE. Singer, KMOX, St. Louis. (R) since 1935; various shows on this station and KWK, St. Louis, including Saturday Nite Club (Chevrolet, 1935; Phillips Petroleum, 1936); Phillips Polly Follies (Phillips 66), 1937.

GRINNELL, EILEEN. Singer, KSO, Des Moines. (R) since 1936; local shows on this station and KRNT, Des Moines. (L) stock. (V) soloist with orchestras, 1934-35. (P) student.

GRISANTI, DORIS. Singer, WAVE, Louisville. (R) since 1936; local shows. (P) secretary.

GRISSOM, EUGENE, JR. Announcer, operator, WNBR, Memphis. (R) various local shows.

GRISWOLD, WALTER PRICE. Musical director, violinist, announcer, WIBX, Utica. (R) since 1931; local shows. (V) 1932. Concert master, Binghamton Symphony Orchestra, 1926-29. (P) violin teacher.

GROFE, FERDE. Network orchestra leader and composer. (R) programs for Sealtest Laboratories, Florsheim Shoes, Philip Morris Cigarettes, Lucky Strike Cigarettes, Best Foods; guest appearance, Lady Esther program. (F) Vitaphone shorts. (V) various theatres. Conducts Master Recording orchestra.

GROGAN & JARVIS. Comedy team, singers, WHB, Kansas City. (R) since 1935; local shows, including Jack & Les (Olson Rug Co.), 1935.

GROGAN, JACK. Announcer, singer, actor, WHB, Kansas City. (R) since 1934; local shows. (L) Resident Theatre productions. (P) college.

GROOM, DALE L. Announcer, continuity writer, KOBH, Rapid City. (R) various shows, including Ray Perkins' program (NBC); one-time announcer for Ed Wynn's Plymouth Show, Maxwell House



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and his COLUMBIA BROADCASTING ORCHESTRA

LONGEST RUN ANYWHERE

Going into 8th Year of Present Contract at Taft Hotel, New York

Just Closed Paramount Theatre

VICTOR AND MASTER RECORDINGS

PARAMOUNT AND WARNER BROS. SHORTS

Showboat; also various local shows. (P) college.

GROSE, PAUL F. Announcer, WCHS, Charleston. (R) since 1931; shows on West Virginia Network and WLAP, Lexington; KFXD, Nampa; KIDO, Boise. (P) school.

GROSS, AL. Pianist, arranger, WMBC, Detroit. (R) since 1935; local shows.

GROSS, GLENN. Network entertainer (R) Philip Morris program.

GROSS, H. R. News editor, WHO, Des Moines. (R) since 1935; local shows, including Phillips News Reporter (Phillips Petroleum), 1935-37. (P) newspaper work.

GROSS, LOUIS. Writer, translator, WRAX-WPEN, Philadelphia. (R) various Jewish shows.

GROSS, STEPHEN. Writer for H. N. Swanson, Inc., program producers.

GRUBB, CHARLES. Musician, arranger, WHAS, Louisville. (R) since 1932; various shows, including Orange Crush Time (Orange Crush Beverage), 1932-33; Kate Smith (A. & P. Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Of Thee I Sing, 1934; Earl Carroll's Vanities, 1934. (V) Royal Peacock Orchestra, 1927; Bob & Gayle Sherwood Orchestra, 1928.

GRUBER, CHESTER. Comedian, WHO, Des Moines. (R) since 1929; Annheuser Busch Brewing Co. (CBS), 1929-31; Camel Caravan (CBS), 1934-36; local shows over this station and WLW, Cincinnati. (P) theatre manager.

GUILBERT, ROBERT. Network dialectician and straight man. (R) Dick Steel (Educator Biscuits), 1934; Little Church Around the Corner (Purity Bakeries), 1935; Story of Mary Marlin (Kleenex), 1935-36; Grand Hotel (Dreskin), 1936-37; Girl Alone (Kellogg Co.), 1935-37; Fibber McGee & Molly (Johnson's Wax), 1937. (P) artist (scene designer).

GRUIS, RAY. Organist, pianist, WRJN, Racine. (R) various shows, including programs for A. & P. Food Stores, National Tea Co. Formerly organ soloist at various midwest theatres.

GUBBINS, LOWELL. Announcer, WAAT, Jersey City. (R) various local shows. (P) office clerk.

GUEST, EDGAR. Network actor, writer, philosopher, humorist. (R) Edgar Guest in Welcome Valley (Household Finance). Newspaper columnist-poet.

GUEST, J. EDGAR. Announcer, CKCL, Toronto, Ontario. (R) since 1931; local shows.

GUIDO, RAYMOND. Musician, WFBL, Syracuse. (R) since 1936; various local shows, including Nite Club Parade (Fairbanks-Morse), 1937.

GUILBEAU, HAZEL. Woman's program, continuity writer, KVOL, Lafayette. (R) since 1935; local shows.

GUILLET, ADRIEN S. Comedy script reader, WNBH, New Bedford. (R) local Franco-American Hour. (P) clerk.

GUIZAR, TITO. Network singer, musician. (R) Brillo program, 1933-34; guest appearances on Chevrolet program, 1935. (F) various Mexican productions. (L) concert tour of the Argentine. (V).

GURNEY, NANCY W. ("Nan Seymour"). News commentator, musician, WNAX, Yankton. (R) since 1928; various local shows. (L) concert violinist, 1926-1928.

GUTRIDGE, MARYNELLE. Musician, WPHR, Petersburg. (R) since 1936; local shows, including Personal Melodies (Personal Finance Co.), 1937.

GUY, CARLTON. Network actor. (R) Uncle Ezra (Alka-Seltzer).

GUY, AUBREY, JR. Actor, announcer, WHBQ, Memphis. (R) since 1936; various local shows. (L) Who's Afraid of Love, 1936. (P) student.

GUYER, SANFORD. Announcer, singer, WIP, Philadelphia. (R) since 1930; various local shows, including Eight Fifteen Revue (Chase & Sanborn Coffee), 1935. (V) 1927-28.

H

HAAS, GABRIELLE C. Continuity writer, actor, WAAT, Jersey City. (R) since 1936; local shows. (L) Little Theatre Group, 1933-34. (P) college.

HACKNEY, MILDRED GANG. Fashion commentator, WSBT-WFAM, South Bend. (R) since 1935; local shows. Writes daily juvenile book review.

HACKWORTH, ERNEST W. Singer, guitarist, bass violinist, actor, KGNC, Amarillo. (R) since 1921; local shows, including The Shadow (Street & Smith), 1921-25; Uncle Dudley & His Cactus Kids (Pirodram Co.), 1933-34.

HADFIELD, BEN. Announcer, WNAC, Boston. (R) since 1931; local shows, including Sunshine Bill (Loose-Wiles Biscuit Co.), 1931-34. (L) stock. (V) Fixing Father, 1927-30.

HAEMER, PEARL GENTRY. Script writer, WICC, Bridgeport. (R) since 1936; local shows.

HAENSCHEN, GUS. Network orchestra leader. (R) Saturday Night Serenade (Pet Milk); American Album of Familiar Music (Bayer Aspirin); Sweetest Love Songs Ever Sung (Phillips Dental Cream).

HAESELER, DR. KURT W. Scientific programs, household hints, WMCA, New York. (R) various shows on this station and WOR, New York. (P) chemistry instructor.

HAESLY, BLANCHE. Actress, violinist, WBAP, Fort Worth. (R) since 1936; local show. (V) stock company.

HAGEN, DR. HARRY. Network entertainer. (R) programs include Big Brother Club; Uncle Bob 'n' Scrappy (General Baking Co.); National Spelling Bee (Fleischmann Yeast); Chase & Sanborn Coffee show. (V).

HAGEN, MELVA A. Singer, KGNC, Amarillo. (R) since 1936; local shows, including The Dodge Debutantes (Dodge Motor Co.), 1936. (P) art student.

HAIGHT, ALDEN. Announcer, publicity director, WELL, Battle Creek. (R) various local shows. (P) office work.

HALE, ALAN. Sports announcer, master of ceremonies, WISN, Milwaukee. (R) local shows, including newscasts (Household Finance Co.); baseball games (General Mills, Wadhams Oil Co.); Sports Review (Fairbanks-Morse).

HALE, CECIL. Announcer, WFAA, Dallas. (R) local shows, including programs for Armstrong Packing Co., Campbell Cereal Co. (F) commercials. (L) Lyceum and Circle Stock, McMurray Community Players.

HALE, MARY. Singer, WMT, Cedar Rapids. (R) local sustaining shows. (L) Gay Nineties; Kiwanis Showboat, 1936.

HALE, TRAVIS B. Singer (Three Cheers Trio), KPO-KGO, San Francisco. (R) since 1931; various shows, including programs for Lucky Strike, 1932; Swift & Co., 1933-35; Signal Oil, 1937. (F) Gold Diggers of 1933 (Warner Bros.); Let's Fall in Love (Columbia); others. (V) with Al Pearce's Gang. (P) college student.

HALEY, HAZEL. Hillbilly singer, KMOX, St. Louis. (R) since 1934; local shows, including Drug Trade and Gardner Nursery programs, 1934, 36, 37.

HALEY, PAT. Singer, musician, WJAS, Pittsburgh. (R) since 1930; local shows on this station and WTAM, Cleveland; KDKA, Pittsburgh, including Standard Oil program, 1931. (F) shorts (Warner Bros.), 1929. (V) 1927-29; 1935. (P) accountant.

HALEY, WILLIAM C., JR. Singer, KMOX, St. Louis; (R) since 1930; local shows,

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ROBERT TAYLOR — SPENCER TRACY — GLADYS GEORGE — DOUGLAS FAIRBANKS, JR. — ERROL FLYNN — BETTE DAVIS — WALTER HUSTON — ROLAND YOUNG — ELEANOR POWELL — FRANCIS LEDERER

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Every Friday Night
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Two consecutive years

Mulsified Cocoanut Oil

including programs for Olson Rug Co., Crazy Water Crystals, Peruna. (L) Topsy & Eva, 1933-34.

HALL, ARCHIE W. Production manager, KOBH, Rapid City. (R) various local shows, including Tin Pan Alley (Standard Oil) Ozark Mountaineers (Crazy Water Crystals); Court of Cars (Ford Motor Co.); Sports Parade (Socony Vacuum Oil Co.). (F) The Spoilers (Paramount), 1929; Madame Satan (MGM), 1930; Women Love Once (Paramount), 1931. (L) Scarlet Pages, 1930; New Faces, 1931; others. (P) salesman.

HALL, EDWARD B. News editor, announcer, WBZ-WBZA, Boston. (R) network show, Esso News Reporter (Standard Oil of N. J.), 1936-present. (P) newspaperman.

HALL, GEORGE. Entertainer, WKRC, Cincinnati. (R) network shows, including Fox Fur Trappers, Standard Brands programs; also various local shows, including programs for Oshkosh Overalls, Cities Service. (L) stock. (V).

HALL, GEORGE. Network orchestra leader. (R) broadcasts from Taft Hotel over CBS; programs for Tru Blue Beer, 1935; Borden's Milk, 1935-36; guest appearance, RCA Magic Key, NBC. (F) shorts (Vitaphone, Paramount). (V). Victor and Master Recordings artist.

HALL, GUY. Actor, KTUL, Tulsa. (R) since 1937; local shows.

HALL, HARRIET. Writer, producer, WQDM, St. Albans. (R) various local shows on this station and WGY, Schenectady. (V) 1935-36.

HALL, HORTENSE. Musician, WKRC, Cincinnati. (R) various shows, including programs for Oshkosh Overalls, Standard Brands, I. J. Fox. (V). (P) school teacher.

HALL JOHNSON CHOIR. Network singers. (R) Irvin S. Cobb and His Paducah Plantation (Olds Motor Works); others.

HALL, LIBBY. Singer, WMCA, New York. (R) various local shows; guest appearances on NBC. (L) musical stock. (V) 1928-31.

HALL, WENDALL. Network singer, song writer. (R) programs for Eveready Batteries, 1924-26; Wrigley Chewing Gum, 1928; Majestic, 1929; Shell Oil, 1930; Libby Pineapple, 1931; Fitch Shampoo, 1932-36; Gillette Razors, 1936-37. (V) appearances as singer and xylophonist. (P) student.

HALLIDAY, A. G. Announcer, CFLC, Prescott, Ont. (R) local shows. (P) public school teacher.

HALLIDAY, GENE. Organist, KSL, Salt Lake City. (R) since 1936; various local shows. (P) theatre organist.

HALLIS, AL. Network actor. (R) Mortimer Gooch (William Wrigley, Jr., Co.).

HALOP, BILLY. Network juvenile actor, singer. (R) programs include Skippy, Penrod & Sam, Lady Next Door, Chase & Sanborn show.

HALOP, FLORENCE. Network juvenile actress, comedienne, singer. (R) programs include Wheatenaville, Lady Next Door, Wayside Cottage, Chase & Sanborn show.

HALPERN, MILTON (MILTON HALE). Singer, Hollywood news commentator, WMAS, Springfield. (R) since 1935; local shows. (F) Song of the Flame (Warner), 1932; No, No, Nannette (Warner), 1933; Madison Square Garden (Paramount), 1934; Madame Satan (MGM), 1935; shorts (RKO), 1935. (L) Sidewalks of New York, 1930; Nine O'Clock Revue, 1932; Paris in Spring, 1933. (V) 1931-33. (P) salesman.

HAMBLEN, STUART. Cowboy entertainer, KFI, Los Angeles. (R) local shows, including King Cowboy's Woolly West Revue (O. M. Tablet Co.). (V) weekly personal appearances since 1933.

HAMILL, MEL. Orchestra leader, pianist, CKCL, Toronto, Ont. (R) various local shows. (V) tour with dance band. (P) radio salesman.

HAMILTON, DOROTHY. Network entertainer. (R) Penthouse Serenade (Maybelline).

HAMILTON, E. R. Program director, musician, KFNF, Shenandoah. (L) stock. (V) Al G. Storey's Carnival; Clark's Tom Show.

HAMILTON, WILLIAM H., JR. Announcer, WCOL, Columbus. (R) since 1934; local shows, including Buick Concert (Buick Co.), 1937. (P) student.

HAMMER, MARION. Musician, WHO, Des Moines. (R) local shows, including Barnsdall Refining Co. (V) floor shows.

HAMMERSTEIN, TED. Network actor, producer. (R) Hammerstein Music Hall (American Home Products), CBS (formerly NBC). (L) stock.

HAMMOND, LARRY. Writer. (R) Man in the Street.

HAMP, JOHNNY. Network dance orchestra leader. (R) sustaining broadcasts. (V) Warner Theatres. Is a Victor Recording artist.

HAMPTON, LOIS. Actress, KYA, San

Francisco. (R) various local shows, including Sperry Flour Co. program.

HANDEL, PAUL. Announcer, WMT, Cedar Rapids. (R) since 1936; local shows, including Maytag Revue (Maytag Dealers), 1936; Happy Haines, 1936; Joe Doaks (Hubbard Milling Co.), 1936. (P) student.

HANFORD, DOLORES. Singer, WICC, Bridgeport. (R) since 1934; local shows. (P) accountant.

HANK & SLIM and Their Georgia Crackers. Entertainers, WHKC, Columbus. (R) since 1933; various local shows on this station and WWVA, Wheeling; WEEU, Reading; WBT, Charlotte; WHP, Harrisburg.

HANLON, TOM. Chief announcer, KFI-KECA, Los Angeles. (R) shows include Let's Listen to Harris (Cutex, Odorono); Chase & Sanborn Coffee Hour (Durante and Etting); Paducah Plantation (Oldsmobile Co.); M J B Demitasse Revue (M J B Coffee). (F) Big Broadcast of 1936-37 (Paramount); Go West Young Man (Paramount); Broadway Gondolier (Warner); When's Your Birthday (RKO); others.

HANNA, PHIL. Singer (Three Cheers Trio), KPO-KGO, San Francisco. (R) since 1931; various shows including programs for Lucky Strike, 1932, Swift & Co., 1933-35; Signal Oil, 1937. (F) Gold Diggers of 1933 (Warner Bros); Let's Fall in Love (Columbia); others. (L) Hang Up Your Hat, 1933. (P) college.

HANNAN, MARJORIE. Actress, WGN, Chicago. (R) since 1933; various shows including Ma Perkins (Procter & Gamble), 1933; Story of Mary Marlin (Kleenex), 1935. (L) stock, Little Theatre productions, 1930-33.

HANNUM, PHILIP FRANK. Continuity writer, WMBH, Joplin. (R) since 1935. (P) college.

HANSEN, E. DURAND. Announcer, KFJM, Grand Forks. (R) since 1933; various local shows on this station and WDGY, Minneapolis-St. Paul; KDLR, Devils Lake.

HANSEN, HAZEL ("BROWNIE"). Dramatic, character, actress, WOW, Omaha. (R) since 1929; various local shows on this station and KOIL, Omaha. (L) stock; Little Theatre shows, 1929-30. (P) housewife.

HANSEN, CLIFF. Chief announcer, editor, KRKO, Everett. (P) Automobile salesman.

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Among the accounts served in nine years of radio:

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CONSOLIDATED EDISON CO., of New York

SHELL OIL COMPANY — NATIONAL BISCUIT COMPANY

FORD MOTOR COMPANY — PEPSODENT

LOG CABIN SYRUP

HANSON, ELEANOR. Continuity writer, actress, woman's programs, WHK-WJAY, Cleveland. (R) local sustaining shows. (P) personal shopper, fashion reporter.

HANSON, ETHEL. Musician, KSL, Salt Lake City. (R) various shows including Crazy Water Crystals Program. (V).

HAPPY SISTERS (Muriel, Olive, Estelle). Singers, WBZ-WBZA, Boston. (R) local shows including Kellogg program. (F) Stars of Tomorrow (Columbia); Way Out West (Fox). (P) office work.

HARDAWAY, MELBA. Actress, KXBY, Kansas City. (R) various local shows on this station and KMBC, WDAF, Kansas City. (L) stock, road shows. (V) Anthony & Cleopatra, 1930. (P) student.

HARDER, DUDLEY. Singer, WIL, St. Louis. (R) Parade of Melody (Pennzoil Co.), CBS, 1932-33; local shows on this station and KMOX, St. Louis including Colorful Melodies (Pittsburgh Plate Glass Co.), 1935. (F) shorts (Warner Bros.), 1932. (L) Three Little Girls, 1931; The Student Prince, 1934; summer stock. (V).

HARDING, HARVEY. Announcer, singer, pianist, KNX, Los Angeles. (R) since 1930; various shows including Life of Mary Sothern (Procter & Gamble), 1936; Crosley Follies (Crosley Radio Corp.), 1936. (F) musical short (Columbia). (L) The National Players productions.

HARDING, JANE. Singer, WFAA, Dallas. (R) since 1935; local shows. (L) You're in Love, 1932; The Shoestring Follies, 1935-36. (V) floor shows since 1926.

HARDING, JOSEPH. Announcer WCPO, Cincinnati. (R) various shows on this station and WLW, Cincinnati. (L) Stuart Walker Co. and National Players, 1928-1932. (P) school.

HARDING, LARRY. Network producer. (R) March of Time, 1936-37. In 1934-35, was CBS announcer.

HARDMAN, BENEDICT. Newscaster, announcer, Iowa Broadcasting Co. (R) various shows, including Happy Chappies (Minit-Rub), 1936; news programs, Sargent Feed Co.

HARE, ERNEST. Network singer, comedian. (R) programs for Happiness Candy Stores, Interwoven Socks, Best Foods, Gillette Community Sing (Jones and Hare). (V).

HARING, CLAUDE H. Announcer, WCAU, Philadelphia. (R) since 1931; various local shows including sport broadcasts for General Mills, 1936; Atlantic Refining Company, 1936-37. (P) real estate.

HARKINS, STERLING. Program manager, KWK, St. Louis. (R) since 1930; local shows on this station and KMOX, St. Louis; WALA, Mobile; WAPT, Birmingham. (P) insurance.

HARMONY GIRLS. Singers, WDBJ, Roanoke. (R) since 1935; local shows. (V) American Theatre, 1935.

HARNESS, PAT. Master of Ceremonies, WIL, St. Louis. (R) since 1930; various local shows on this station and WOAI, San Antonio.

HARPER, AMES L. Singer, actor, writer, WJEJ, Hagerstown. (R) since 1932; local shows. (L) Venus, 1923-24; Models of 1925; China Doll, 1925-26; others. (V) Florence Hedges & Co., 1929; Dinana & Demar; Daily Paskman's Radio Minstrels. (P) bookkeeper.

HARPER, EARL ROY. Sports, special events commentator, WNEW, New York. (R) since 1934; local shows including, baseball broadcasts (General Mills), 1934-36; football broadcasts (Adam Hats, 1934; Davega Radio, 1935; Seidenberg Cigars, 1936); News and Inquiring Microphone Broadcasts (Remington Rand Co.), 1936. (F) Metrotone Newsreel (Hearst), 1935.

HARPER, JACK. Announcer, singer, story teller, WNBH, New Bedford. (R) since 1935; local shows. (L) dramatic stock, musical comedy, concert soloist.

HARPER, LELA RUTH. Pianist, accordionist, organist, WAAW, Omaha. (R) since 1936; local shows. (V) night club appearances since 1933.

HARRINGTON, BETTY. Singer, WMBC, Detroit. (R) since 1935; local shows. (F) commercials, 1936-37. (V) Girlfriends' Harmony Trio. (P) commercial artist, model.

HARRINGTON, FRANCILLE. Pianist, KWKH-KTBS, Shreveport. (R) since 1931; various local shows on this station and WBBM, Chicago.

HARRIOTT, ELINOR. Network actress. (R) The Story of Mary Marlin (Kleenex); Kaltenmeyer's Kindergarten (Quaker Oats).

HARRIS, ARLENE. Network comedienne, monologist. (R) Pepsodent Tooth Powder program, 1936; Watch the Fun Go By (Ford Motors), 1937. (F) Hit Parade (Republic), 1937. (L) stock. (V) Arlene Frances, five years. Member of Al Pearce's Gang, since 1933.

HARRIS, CHARLES T. Musician, WMCA, New York. (R) various shows including Lucky Strike Program, NBC, 1929-30; various local shows. Member of Jan Garber Orchestra, 1927-29. (P) student.

HARRIS, DON. Announcer, script writer, WHAM, Rochester. (R) since 1930; various shows on this station and WFEA, Manchester; WEBR, Buffalo, including programs for Kellogg, Rival Dog Food. (L) Post Road, 1936. (V) orchestra tours. (P) salesman.

HARRIS, DOROTHY. Pianist, WHEF, Kosciusko. (R) since 1935; various local shows.

HARRIS, GRAHAM. Network actor. (R) 20,000 Years in Sing Sing (Sloan's Liniment).

HARRIS, HAPPY HAL. Musician, WWVA, Wheeling. (R) since 1934; local shows including Crazy Water Crystals, 1934; Peruna programs, 1934-37. (V) Flyin' X Round-up, 1935-37.

HARRIS, LESLIE T. Producer, special events announcer WQAM, Miami. (R) since 1931; various local shows on this station and WBBC, WOR, New York; WDBO, Orlando. (P) advertising.

HARRIS, MORT. Production Department head, WHN, New York. (R) various local shows on this station and WQAM, Miami; KFI, Los Angeles, including programs for Goodrich Tires, Union Oil Co. (F) Songwriter for Pathe, 1929-30. (L) produced and staged shows, 1922-26. (P) manager for music publishers.

HORACE HEIDT

and his

ORCHESTRA

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HOTEL BILTMORE

NEW YORK

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LITTLE JACKIE HELLER

N.B.C. CHICAGO

HARRIS, PHIL. Network orchestra leader. (R) Melody Cruise (Cutex), 1933-35; Jack Benny program (Jello), 1936-37. (F) So This Is Harris (RKO), 1932; Melody Cruise (RKO), 1933; Turn Off the Moon (Paramount), 1937. (V) appearances with and without band, 1929-37. (P) student.

HARRIS, RADIE. Announcer, commentator, writer, WHN, New York, (R) local shows on this station and WOR, New York; KHJ, Los Angeles, including Pebeco on Parade (Pebeco Toothpaste); Movie Club (Holland House Coffee); Movie Club (Mulsified Cocoanut Oil Shampoo).

HARRISON, CLAIRE M. Continuity writer, actress, KWK, St. Louis. (R) since 1934; local shows including Philco Radio program, 1935-37. (P) newspaper advertising.

HARRISON, JOHN W. Announcer, singer, KTUL, Tulsa. (R) since 1924; local shows on this station and KYW, Philadelphia; KMTR, Los Angeles; KSTP, St. Paul; KTRH, Houston; WFAA, Dallas, including programs for National Battery, 1929; Kellogg Co., 1934. (F) Rough Riders; Wings (Famous Players-Lasky), 1926-27. (L) Student Prince, 1928. (V) Sid Grauman's Prologues, 1928.

HARRISON JUBILEE CHOIR (Frank S. Harrison, director). Spiritual and folk song choir, WMCA, New York. (R) sustaining programs. (L) Songs of the Southland (RKO), 1933. (V) 1933.

HART, MAURICE. Announcer, actor, WAAT, Jersey City. (R) various local shows. (V) leading man, stock, 1929. (P) advertising.

HARTING, RALPH H. Musician, WMT, Cedar Rapids. Member Peggy Fuller Orchestra.

HARTMANN, LES. Musical director, manager, WMT, Cedar Rapids. (R) since 1936; local shows including The Norge Corp. and Falstaff Beer programs. (V) The WMT German Band, 1931-37.

HARTRICK, GEORGE. Announcer, singer, WTAM, Cleveland. (R) since 1933; various shows on this station and WWNC, Asheville, including programs for Penn Tobacco Co., Goodrich Tire & Rubber Co. (L) Don Lanning Co., 1927. (P) high school principal.

HARVEY, GEORGE. Network actor. (R) Helen Hayes in Bambi (Sanka Coffee).

HARVEY, JAMES. Producer, continuity writer, announcer, KYW, Philadelphia. (R) various shows including Sally at the Switchboard (Sears Roebuck), 1936-37. (P) newspaper work.

HARVEY, WALTER. Announcer, WNAC, Boston. (R) since 1936; local shows including Phillips Milk of Magnesia program, 1936-37. (P) student.

HASE, EDWARD. Announcer, assistant program director, WSHV, Charlottesville. (R) since 1933; various local shows. (P) clerk, salesman.

HASBROOK, RICHARD I. Announcer, WJMS, Ironwood. (R) various local shows.

HASKINSON, EDYTHE. Singer, KRE, Berkeley. (R) since 1937; local show. Finalist, Atwater-Kent Radio Audition.

HASSELMANS, LOUIS. Conductor, producer, WJBO, Baton Rouge. (L) conductor of all French operas produced by the Metropolitan Opera Co.

HASTY, JACK. Network writer. (R) programs for Standard Oil, Shell Oil, Pepsodent Tooth Paste, Log Cabin Syrup, National Biscuit Co., Ford Motor Co.

HATCH, WILBUR J. Musical director, KNX, Los Angeles. (R) since 1928; various local shows.

HAUCHIN, ALMA. Singer (cowgirl), WWVA, Wheeling. (R) since 1936 local shows including Pinex Cough Syrup program.

HAVENS, LEIGH. Organist, pianist, KXBY, Kansas City. (R) local shows. (V) since 1928.

HAVRILLA, ALOIS. Network announcer. (R) Ridin' High (Cycle Trades of America); Rippling Rhythm Revue (Jergens-Woodbury); Red Grange (Sinclair Refining); Ben Bernie and All the Lads (American Can); Snow Village Sketches (Loose-Wiles Biscuit Co.); others.

HAWKS, CAPTAIN FRANK. Aviation programs. (R) Gruen Watch Program, 1936; The Hawks Trail (General Foods), 1937. (F) The Adventures of Frank Hawks (to be released). (P) speed flyer; author of One to Every Pilot.

HAWLEY, ADELAIDE. News commentator, human interest stories for women, WOR, New York. (R) various local shows including Woman Reporter (Educator Crax), 1935; Featurettes (Bathasweet), 1936. (F) newsreel, Pathe, 1932-35. (V) Red, Black and Gold Trio, 1930-34.

HAWLEY, HARROLD. Music director, organist, KRE, Berkeley. (R) since 1936; various local shows.

HAWLEY, MARK. News commentator, WOR, New York. (R) various shows on this station and WGR, WKBW, Buffalo; WPG, Atlantic City; WABC, WMCA, New York, including programs for Remington Rand and Personal Finance Co.

NELSON S. HESSE and WILLIAM McCAFFREY

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NORMAN CORDON
DIZZY DEAN
ROBERT EMMETT DOLAN
and His Orchestra
ARTHUR DONOVAN
MORTON DOWNEY
JIMMY DURANTE
FRANK FAY
BOB FELLER
DEXTER FELLOWS
SIDNEY FRANKLIN
ALICE FROST
FRANK GABY
PAUL GALLICO
JOE GOULD
EDDIE GREEN
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DORIS HARE
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HELEN HOWE
CARL HUBBELL
LARRY KELLEY
JIMMY KEMPER
ALEXANDER KIRILLOFF
and Group
BILL KLEM
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ANDREW LOVE SWING SEVEN
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and His ORCHESTRA
MOUND CITY BLUE BLOWERS
WALTER O'KEEFE
JESSE OWEN
BOB PASTOR
EDDIE PEABODY
JANE PICKENS
PICKENS SISTERS
CAPT. EDDIE RICKENBACKER
BILL ROBINSON
GENE SARAZEN
AL SCHACHT
ANN SEYMOUR
COL. STOOPNAGLE and BUDD
ELEANOR TENNANT
"LUCKY" TETER
TOTO
ROLAND YOUNG

(F) Paramount News, 1930; Voice of Pathe, 1931-36. (P) clerk.

HAWTHORNE, BEN. Announcer, musician, WTIC, Hartford. (R) since 1933; local shows. (F) extra, Warner Bros., 1927. (L) Zeppelin, 1928. (P) student.

HAY, JAMES M. Musician, KMOX, St. Louis. (R) since 1932; various local shows including programs for Chevrolet, 1932; Standard Oil, 1932.

HAYDEN, JAMES J. Singer, WCAE, Pittsburgh. (R) since 1935; local shows.

HAYS, HARVEY. Network actor. (R) Tale of Today (Princess Pat, Ltd.).

HAYES, ANNE. Writer, advisor, counselor, KCMO, Kansas City. (R) local shows on this station and W9XBY, KXBY, Kansas City, including Richard Hudnut program, 1936. Lecturer and writer, 1915-37.

HAYES, CLARENCE. Singer, actor, guitarist, KPO-KGO, San Francisco. (R) since 1926; various shows on this station and WDAF, Kansas City, including Roads to Romance (Associated Oil), 1928; Aunt Jemima's Pancakeboy (Quaker Oats), 1930; Ford Merrymakers (Ford Motor Co.), 1933. (F) The Finger Man (MGM), 1934; Sitting Pretty (Paramount), 1934.

HAYES, GAYLE. Sports announcer, Iowa Broadcasting Co. (R) local sustaining shows. (P) newspaper reporter.

HAYES, HELEN. Network actress. (R) Bambi and New Penny (Sanka Coffee). (F) The Sin of Madelon Claudet; Night Flight (MGM), 1933; A Farewell to Arms (Paramount); others. (L) What Every Woman Knows; Petticoat Influence; Mary of Scotland, 1935; Victoria Regina, 1936; others.

HAYES, RICHARD D. Violinist, WFAA, Dallas. (R) since 1928; local shows, including Greyhound Traveler (Greyhound Bus), 1936. (P) teacher.

HAYES, TERRY. Singer, actor, WHAS, Louisville. (R) since 1932; various shows, including Homemakers Serenade (Olson Rug), 1933; Drug Trade Products program, 1933-34. (P) college.

HAYNER, BOB. Musician, KGNC, Amarillo. (R) local show, 1937, with Amarillo Philharmonic, 1935.

HAYNES, ARTHUR D. Musician, KGFF, Shawnee. (R) since 1935; local shows, including Crazy Water Crystals program, 1935-36. (V) magician; appearances with Hawaiian Band; single act, 1924; pit musician since 1924.

HAYTON, LENNIE. Network orchestra leader. (R) Flying Red Horse Tavern (Socony-Vacuum); Ed Wynn and His Grab Bag (Plymouth Motors); others.

HAZELWOOD, E. CLAYTON. Poetry reader, writer, WMEX, Boston. (R) various local shows on this station and WSYR, WFBL, Syracuse.

HALETT, RAE. Musician, pianist, WPHR, Petersburg. (R) since 1936; local shows, including Pepper (Dr. Pepper Bottling Co.), 1936.

HARVILLE, BANTY. Musician, WMT, Cedar Rapids. (R) since 1926; local shows. Member Peggy Fuller Orchestra.

HAZARD, EDITH T. Actress, children's story teller, KWKH-KTBS, Shreveport. (R) various local shows. (L) little theatre work.

HEAD, IVAN. Announcer, singer, WBAP, Fort Worth. (R) local shows on this station and KFBI, Abilene; KGFG, Oklahoma City; Jack Dempsey Interview on KFYO, 1934. (L) stock, 1927. (V).

HEALEY, CAPTAIN TIM. Network actor. (R) The Story Behind the Stamps (P & G for Ivory Soap); News broadcasts (P & G); others.

HEALEY, COL. JIM. Commentator. WGY, Schenectady. (R) since 1933; Hudson Coal program (NBC), 1936 to date; also various shows, including Penn Tobacco Co. Program, 1934-35. (P) newspaper work.

HEAPS, SELDON N. Organist, composer, KSL, Salt Lake City. (R) since 1928; various local shows. (V) Jay Brower Revue, 1934.

HEARD, GENE. Announcer, KRBC, Abilene. (R) since 1930; staff announcing. (P) salesman.

HEARN, SAM. Network comedian. (R) Mark Hellinger's Penthouse Party, Tasteyeast Program, Jello program, with Jack Benny. (L) Winter Garden Passing Show, Greenwich Village Follies, Mercenary Mary, Spice of 1924.

HEATH, WALTER H. Continuity and script writer; KWKH-KTBS, Shreveport. (R) various local shows, including Odd Quirks in the News (Nu-Enamel Co.), 1936-37. (L) Boy, 1922.

HEATHERTON, RAY. Network singer. (R) Hinds Honey & Almond Cream program (NBC), 1932; also various local shows. (L) Garrick Gaieties. (V) various theatres.

HEATTER, GABRIEL. Network news commentator. (R) programs for Goodall Co., North American Accident Insurance Co., Modern Industrial Bank, Borden's Milk; commentator over NBC and Mutual.

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Tuesdays and Thursdays

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NOLA DAY

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EDDIE GREEN

ON

"The FLEISCHMANN PROGRAM"

JIMMY KEMPER

"SONG STORIES"

Saturdays, 7:30-7:45 P.M., E.D.S.T.

NBC-RED NETWORK

HECKLE, MARGARET. Writer, actress, producer, KMBC, Kansas City. (R) local show, Across the Breakfast Table (Household Finance Co.).

HEDGE, RAY. Network actor. (R) Myrt & Marge (Colgate-Palmolive-Peet for Super Suds).

HEDLUND, GUY. Director, actor, WTIC, Hartford. (R) since 1929; local shows on this station and KFI, Los Angeles. (F) Modern Prodigal (D. W. Griffith), 1912; The Coward (Pathe Freres), 1913; The Big House, 1930; others. (L) The Private Secretary, 1909; East Lynne, 1925. (V) 1908. (P) reporter.

HEEN, GLADYS. Network dramatic actress. (R) Minneapolis Symphony Orchestra (Grunow Refrigerator Co.), CBS, 1934-35; Lum & Abner (Horlick's Malted Milk), NBC, 1935; Swing With the Strings (Hormel Packing Co.), CBS, 1936-37; transcriptions for Buddy & Ginger (Chocolate Products), Mid-West Recordings, 1935-37; Sunshine Melodies (Acme White Lead & Color Works), Mid-West Recordings, 1936; others. (L) stock. (P) secretary.

HEFFERNAN, W. P. 'Cellist, producer, announcer, actor, WBTM, Danville. (R) since 1928; local shows, including Majestic Time (Majestic Radio Dealers of North and South Carolina), 1920-30.

HEGARD, KEN. Announcer. WRJN, Racine. (R) various local shows. (L) Earl Carroll's Vanities, 1932.

HEID, GEORGE. Program director, singer, actor, M. C., WJAS-KQV, Pittsburgh. (R) since 1930; shows include Shell Happytime (Shell Oil Co.), 1930-31; Caswell Coffee program, 1930-31. (L) Hartman-Steindorff Opera Co., 1922-24. (V) Josselyn & Heid, 1925-26; Chase and Latour, 1931-32; others. (P) college.

HEIDT, HORACE. Network orchestra leader. (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp.), since 1935. (V) Claremont Hotel, Berkeley, 1923-25; Grand Lake Theatre, Oakland, 1925-28; Fanchon & Marco Unit, 1928; Palace Theatre, New York, 1929; European tour and Publix, RKO, Fox theatres, 1930-32; Golden Gate Theatre, San Francisco, 1932-34; Drake Hotel, Chicago, 1935-36; Biltmore Hotel, New York, 1937.

HEIDT, WINIFRED. Singer, WWJ, Detroit. (R) local shows on this station and CKLW, Detroit. (L) ten years in dramatic and musical shows, concert work. (V) appearances with orchestra, 1927-29.

HEIDERICH, JACOB. (Violinist, WCCO, St. Paul. (R) since 1930; Swing With the Strings (George A. Hormel), CBS, 1936; local shows, including Packard Hour, 1930; Pure Oil Potpourri, 1932; Mrs. Miller's Boarding House (General Mills), 1936. Concert master (Minnesota Theatre), 1928-32.

HEINRICH, LOUIS. Announcer, WHK-WJAY, Cleveland. (R) since 1933; various local shows. (P) student.

HEISER, A. E. Announcer, chief engineer, WLVA, Lynchburg. (R) various local shows, including programs for Piggly Wiggly Stores, Stanback Co.

HELD, JOHN JR. Network master of ceremonies. (R) Pontiac Varsity Show (Pontiac Motors). Commercial artist.

HELLER, JACKIE. Network tenor. (R) Climalene Soap program, 1935; Chappell's Dog Food program, 1935; Ben Bernie Program (American Can Co.), 1937; Ed Wynn Program (Spud Cigarettes), 1937. (F) Florida Special (Paramount), 1936. (V) 1932-37.

HEMINGS, BOB. Pianist, WHEC, Rochester. (R) shows include programs for Camel Cigarettes, 1932; La Paloma Cigars, 1934; Pure Quill, 1934; Pure Oil, 1935.

HEMSWORTH, WILLARD L. Announcer, producer, writer, actor, WJJD, Chicago. (R) Saturday Nite Party (Phillips 66), CBS; various local shows on this station and WBBM, Chicago; KMOX, St. Louis. (P) student.

HEMUS, PERCY. Network actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina).

HENDERSON, BROOKS. Announcer, producer, KSTP, Minneapolis. (R) since 1929; various local shows on this station and WRHM, Minneapolis; WEBC, Duluth. (F) Industrials for Ford Dealers. Recordings for Mid-West Recordings, Inc.

HENDERSON, FLETCHER. Network dance orchestra leader. (R) sustaining broadcasts. (V). Recording artist for Brunswick.

HENDRICKS, GLADYCE. Singer, KFPY, Spokane. (R) since 1936; local shows.

HENNEKE, BEN. Script writer, actor, singer, KTUL, Tulsa. (R) since 1936; local shows, including Rondoliers (Mid-West Chevrolet Co.), 1936. (L) Warden Lawes Crime Prevention Show (Texas Centennial), 1936; others.

HENNING, PAUL WILLIAM. Writer, singer, actor, KMBC, Kansas City. (R) since 1933; local shows, including Crystal Gazers (Colgate-Palmolive-Peet), 1936; Gossip Club (General Electric Radio), 1936. (P) law office.

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WEDNESDAYS
NBC RED NETWORK
9-10 P.M., EDST
8-9 P.M., PST

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JOE COOK

"THE SHELL SHOW"

ROBERT EMMETT DOLAN

and HIS ORCHESTRA

SEALTEST
SUNDAY NIGHT PARTY
10-11 P.M., EDST

NBC RED NETWORK

HENRIE, HERBERT. Network actor. (R) Rich Man's Darling (Affiliated Products).

HENRY, EVELYN. Actress, KGVO, Missoula.

HENRY, JACK. Program director, announcer, singer, WBRY, Waterbury. (R) since 1933; various local shows. (F) shorts (Warner Bros.). (L) Gold in the Hills, 1933. (V) Big Broadcast, 1933. (P) advertising.

HENRY, MELBA. Pianist, actress, WGRC, New Albany. (R) several local shows. (P) music teacher.

HENSHAW, GAIL. Actress, impersonator, dialectician, WHN, New York. (R) since 1935; local shows, including MGM Movie Club (Mulsified Cocoanut Oil Shampoo), 1935-37; Ida Bailey Allen Show, 1936-37. (F) commercials, 1935-36. (L) stock, 1933-35. (P) photographic modeling. Transcriptions for Langlois & Wentworth, Decca, RCA.

HENSON, BERNARD. Singer, guitarist, WSAZ, Huntington. (R) since 1932; various local shows on this station and WMBC, WJBK, Detroit; WNOX, WROL, Knoxville. (V) dance band, 1930-37; Radford's Minstrels, 1933. Has also done recordings for Gennett.

HERBERT, WILLIAM. Choral and orchestral director, arranger, WBAX, Wilkes-Barre. (R) since 1934; local show. (F) The Flight Commander, 1927; Broken Melody, 1937 (London productions). (L) 1924-30; Selwyne-Cochran productions; Rose Marie, Desert Song, Show Boat and New Moon (Drury Lane, London). (P) student.

HERRICK, L. J. Actor, director, KOA, Denver. (R) since 1933; local shows. (F) Corianton (Corianton Corp.), 1930-31; Exile (Micheaux Productions), 1931; Commercials, 1931-37. (L) Denham Stock, 1928-32; Elitch's Stock, 1930-36. (V) 1927-29. (P) railroad clerk.

HERRMANN, BERNARD. Network conductor, composer. (R) Ma and Pa (Atlantic Refining Co.), since Jan. 5, 1937. (L) ballet music for American Revue.

HERRON-SMITH, MARJORIE. Actress, singer, KYA, San Francisco. (R) since 1936; various local shows on this station and KPO, KSFO, San Francisco. (L) Little Theatre productions. (P) college.

HERSHE, IRMA M. Actress, WHO, Des Moines. (R) since 1935; local shows, including Benjamin Moore Paint Co. program, 1937. (L) stock, 1923-24; 1926-28. (P) secretary.

HERTH, MILT. Organist, WIND, Gary. (R) since 1935; local shows, including Grunow Refrigerator program, 1935. (V) 1932-34.

HESSBERGER, GEORGE. Network orchestra leader, master of ceremonies, German entertainer. (R) various network broadcasts and local shows. (V) conducted Bavarian Orchestra at Old Heidelberg, World Fair, 1933-34.

HEWARD, WALTER A. Announcer, actor, WBRY, Waterbury, Conn. (R) since 1933; March of Time (Remington Rand and Time). (L) summer stock: Dear Mistress, Lady Godiva, Hay Fever. (P) student.

HEWITT, FOSTER. Sports commentator, CKCL, Toronto, Ont. (R) network show, National Hockey League Broadcasts (General Motors), 1931-36; various local shows. (F) Hockey Pictures (Associated Screen News).

HEWSON, ISABELLE MANNING. Network actress. (R) Petticoat Philosophy (Pure Milk Cheese Co.).

HEYSER, FRAN. Program director, KMBC, Kansas City. (R) since 1933; local shows, including Blatz's Old Heidelburg (Blatz Beer), 1933; The Gossip Club (General Electric), 1936. (L) road shows and stock. (P) music store.

HEYWORTH, GORDON. Announcer, KYW, Philadelphia. (R) since 1927; NBC shows, Ben Bernie program (American Can), 1936; Democratic National Convention, 1936; also local shows on this station and WEEI, WNZ-WBZA, Boston; WNEW, New York. (F) Sea Beast (Paramount), 1926. (L) What Every Woman Knows (with Helen Hayes); stock.

HICKS, CHARLES, JR. Announcer, assistant program director, WSOC, Charlotte. (R) since 1930; local shows on this station and WPTF, Raleigh. (L) stock. (P) clerk.

HICKS, LOWELL P. Musician, KSL, Salt Lake City. (R) since 1933; various local shows. (V) Graham Lyceum Review, 1936.

HICKS, MORRIS T. Announcer, interviewer, WIRE, Indianapolis. (R) since 1934; various local shows and sports events. (L) Beurialt Players (stock), 1923-25. (P) student.

HICKS, ROBERT J. Announcer, organist, WOKO, Troy.

HIESTAND, JOHN. Announcer, actor, KFI-KECA, Los Angeles. (R) two-time announcer for NBC shows, Amos 'n' Andy (Pepsodent Co.), 1936; Kraft Music Hall (Kraft Cheese Co.), 1936; Portraits in Harmony (Jarman Shoe Co.), 1936; currently announcing Hollywood in Person (General Mills), 1937. (F) Black

Legion (Warner Bros.), 1937; A Day at the Races (MGM), 1937; others. (L) stock, 1930-33.

HIGGINS, LEN. Newscaster, KVI, Tacoma. (R) since 1936; local show. (P) newspaperman.

HIGH FLYERS. Musical act, KFJZ, Fort Worth. (R) local shows.

HIGHPOCKETS & ARCHIE (SHELDON BENNETT; LOUIS DUMONT). Singers, musicians, WWL, New Orleans. (R) since 1937; local shows, including Willard Tablet program. (L) Texas Centennial, 1936. (V) The Harmonizers, 1936.

HIGHT, WINI. Singer, musician, writer, actress, WDEV, Waterbury. (R) since 1935; various local shows, including Montgomery Ward programs. (V) Wini Hight and Her Radio Starlets, 1936; single act, 1935-36.

HIGHTOWER, BILL. Announcer, sports, news commentator, WFAA, Dallas. (R) since 1935; local shows on this station and KTAT, KFJZ, Fort Worth; KXYZ, Houston, including football broadcasts (Humble Oil Co.; Coca-Cola), 1936. (L) Pasadena Community Theatre, 1931-32; West Coast Stock, 1933-34. (P) college.

HIGSBY, HIRAM. Announcer, comedian, singer, musician, master of ceremonies, WAAW, Omaha. (R) Bromo Quinine

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WOODBURY RIPPLING RYTHM REVUE

EVERY SUNDAY, 9 P.M., EDST

ENTIRE PRODUCTION UNDER THE PERSONEL SUPERVISION OF MANN HOLINER

Material by: BUD PEARSON, LES WHITE, AL LEWIS, HANK GARSON and TOM McKNIGHT

Management: LOUIS SHURR, HOLLYWOOD — NOW

Show (CBS); Alka-Seltzer program (NBC); local shows on this station and WGAR, Cleveland; KMOX, St. Louis, including programs for Oshkosh Overalls, Pinex Cough Syrup. (F) Charlie Chase Comedy, 1932; National Barn Dance short. (V) National Barn Dance Show at various theatres. (P) telegraph operator.

HILDEBRAND, KENNETH. Announcer, singer, KQV, Pittsburgh. (R) various local shows on this station and WADC, Akron; WJAS, Pittsburgh. (V) night club and hotel engagements with vocal trio.

HILDEGARD. Network singer. (R) NBC sustaining shows and guest appearances; appeared on Television Broadcasts. (F) Music Hath Charms (British International), 1935. (L) Seeing the Stars, 1936. (V) since 1929; Jerry and Her Baby Grand, Dora "Boots" Early, Mickey Cochrane, Gus Edwards. (P) college.

HILDING, MARION. Cowboy, Swedish singer, KFNF, Shenandoah. (R) various local shows. (P) student.

HILL, BILLY. Violinist, trumpeter, singer, WOWO, Omaha, Nebr. (R) since 1935; various local shows on this station and WNAX. (V).

HILL, DAVID. Announcer, program director, CFRN, Edmonton, Alta. (R) since 1934; local shows, including Crazy Water Boys (Crazy Water Crystals), 1935. (V) Tivoli Big Top Revue.

HILL, EDWIN C. Network commentator. (R) Your News Parade (Lucky Strike Cigarettes); The Real Silk program with Edwin C. Hill as The Spectator (Real Silk); others. Newspaper columnist: The Human Side of the News. (F) newsreels.

HILL, WILFRED (BILLY). Comedian, singer, script writer, CKWX, Vancouver, B. C. (R) since 1931; local shows including Crazy Water Crystals program, 1933. (L) musical stock, repertoire companies. (V) Hill & Durham, 1927.

HIMBER, RICHARD. Orchestra leader, WOR, New York. (R) network shows for Studebaker, Ludens, RCA, Pure Oil; also various local shows. (F) shorts, (Warner Bros., 1934-35; Paramount, 1935-37). (V) 1935-36. Transcriptions, World Broadcasting System, Inc.; recordings, RCA Manufacturing Co.

HINDS, WILLIAM. Announcer, KDKA, Pittsburgh. (R) local sustaining programs. (V) Glenn Riggs Revue, 1936.

HINES, EARL. Orchestra leader. (R) various network broadcasts. (V) Apollo Theatres, Warner Brothers Theatres. Brunswick recording artist.

HINETT, ARTHUR. Organist, KYW, Philadelphia. (R) various local shows including Iowa Soap Transcriptions. Formerly theatre organist.

HINTON, MAYBELLE. Continuity, WBRY, Waterbury. (L) The Wren, 1933; Enter Madame, 1934; Personal Appearance, 1936. (P) assistant dramatic instructor, Mount Holyoke College.

HIRONS, TED. Sports commentator, WFLA, Clearwater, and WDAE, Tampa. (R), since 1936; local shows including Ted Hirons' Sports Shorts (Kellogg Co.), 1837.

HIRSCH, BERT. Network orchestra leader. (R) Famous Actors Guild Presents Helen Menken in Second Husband (Bayer Aspirin).

HIRSCHBOECK, BETTIN. Continuity writer, director of women's programs, WEBC, Duluth. (R), various local shows. (L) Little Theatre productions.

HIRSH, DANIEL. Pianist and vocal arranger for Three T's, WMEX, Boston. (R) local show, 1937. (L) Gilbert & Sullivan productions, 1931-34.

HIRTH, MILTON. Network swing organist. (R) Hollywood News (Noxema).

HITZ, ELSIE. Network actress. (R) with Nick Dawson, Dangerous Paradise and Follow the Moon (Woodbury). (L) Butter and Egg Man; The Spider; Restless Woman; The Cat & The Canary; stock.

HOBBS, ROY. Musician, WWVA, Wheeling. (R) since 1936; local shows including Log Cabin Boys (Crazy Water Crystals), 1936; Pinex Cough Syrup program, 1936-37. (P) farmer.

HOCKETT, GUY R. Singer, KOA, Denver. (R) since 1934; local shows, including Big Yank Shirts Co., 1934; Ford Rangers (Ford Motor Co.), 1934-35; Light on the West (Public Service Co. of Colo.), 1936; Supreme Rangers (Merchants Biscuit Co.), 1936-37. (L) local operas, 1933-35. (V) Men of the West, 1934-37. (P) student.

HODGE, HAROLD. Writer, producer, actor, singer, KNX, Los Angeles. (R) since 1920; various shows. (F) Wet Parade (MGM), 1932; Sand Flow and Left-Handed Law (Universal), 1936-37. (L) stock. (P) teacher.

HODGES, JAMES A. Singer, WFAA, Dallas. (R) since 1932; local shows including Watch the Fords Go By (Ford Dealers), 1932; Ranger Program (Kellogg Co.), 1935-36; Pepper-Uppers (Dr. Pepper Beverages), 1936-37.

HODGES, JOY. Network actress, singer. (R) Joe Penner's Show (Cocomalt), 1936-37. (F) Follow the Fleet; To Beat the Band; Old Man Rhythm (all for RKO), 1936. (P) school.

HODGES, PAUL. Announcer, producer, WNBR, Memphis. (R) since 1930; local shows on this station and WIL, St. Louis; WREC, Memphis; WNRA, Muscle Shoals; WBNO, New Orleans. (P) promotion manager, amusement park.

HODGES, RUSS. Announcer, sports commentator, WIND, Gary. (R) since 1932; local shows including programs for Standard Oil of Ohio, 1932-33; Kentucky Winners, 1935; Phillips "66," 1936.

HODGSON, RUTH. Singer, WHO, Des Moines. (R) local show, 1937. (P) stenographer.

HOEFLE, CARL (Tom, Dick and Harry Trio). Music arranger, musician, WGN, Chicago. (R) since 1931; various shows including programs for Armour, 1931; Household Finance, 1933-35; Fels Naptha, 1935-37. (V) 1934-36. (P) accountant.

HOEPNER, HARRY (TEX). Singer Oklahoma Outlaws, WHO, Des Moines. (R) since 1934; local show. (F) Rootin' Tootin' Rhythm (Republic), 1937.

HOERIG, ARTHUR. Musician, WJJD, Chicago. (R) since 1929; local shows on this station and WODX, Mobile.

HOFF, CARL. Network orchestra leader. (R) Your Hit Parade (American Tobacco Co.), 1936; Al Pearce and His Gang (Ford Motors), 1937. (F) shorts (Warner Bros.), 1935; Hit Parade (Republic), 1937. (L) Folies Bergere, 1934-35.

HOFFA, PORTLAND. Network comedienne. (R) Linit program (Corn Products Refining Co.); Hellmann's Mayonnaise program; Town Hall Tonight (Sal Hepatica and Ipana). (L) George White's Scandals; Three's A Crowd. (V) Fred Allen & Co.

HOFFMAN, HOWARD. Network actor. (R) NBC shows: Welcome Valley, Grand Hotel (Campana), Ma Perkins (Oxydol), Jack Armstrong (General Mills). CBS shows: Myrt and Marge (Wrigley's Chewing Gum), Romance of Helen Trent (Edna Wallace Hopper Cream), Modern Cinderella (General Mills), Behind the Camera Lines, Molly of the Movies, Chandu, the Magician; various transcriptions. (F) commercials. (L) The Farmer's Wife, Robin Hood, Bohemian Girl, Mikado. (V) various theatres. (P) voice teacher.

HOFFMAN, KEN ("TEX") TAYLOR. Actor, singer, writer, poet, KYW, Philadelphia. (R) since 1932; local shows on this station and WCBD, Chicago. (L) stock. (V) 1907-22. (P) student.

HOGAN, GEORGE. Announcer, WEBC, Duluth. (R) since 1934; various shows including Myrt & Marge (Spearmint Gum), 1934; Five Star Review (Corn Products & Linit), 1936-37; Gang Busters (Colgate-Palmolive-Peet), 1936; Bill & Ginger (Spry), 1936; Bobby Benson (Hecker's H-O Oats), 1936; Sapolin Paint program, 1936. (F) Oklahoma Sweetheart, 1933; Paramount News & National Screen Service, 1935-36.

HOGAN, HARLAN. Musical director, pianist, WSBT-WFAM, South Bend. (R) since 1932; local shows including, Doughnut Danny (Dawn Doughnut Co.), 1932-33. Has conducted bands in local clubs.

HOGARTH, LEONA. Network actress. (R) programs include Crime Club, Palmolive show. (L) Letter of the Law; The Meanest Man in the World; The Holy Terror; others.

HOGE, EDITH. Actress, KTUL, Tulsa. (R) since 1936; local shows.

HOLCOMB, ALICE. Violinist, WFAA, Dallas. (R) since 1928; various local shows, including programs for Dr. Pepper Beverages and Greyhound Bus Lines.

HOLDEN, JACK. Network actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina).

HOLDEN, PAULINE. Pianist, singer, master of ceremonies, California Radio System. (R) various local shows. (V).

HOLDER, BRUCE. Orchestra leader, violinist, CHSJ, St. John, N. B. (R) since 1933; various local shows. (V) orchestra leader, hotel engagements. Concert master, Theatre Orchestra, 1920-29. 1920-29.

HOLLAMAN, MARY. Singer, WTJS, Jackson. (R) local show, Ward's Serenaders (Montgomery, Ward & Co.), 1937.

HOLLEY, WAKEFIELD. Announcer, KWKH-KTBS, Shreveport. (R) various local shows.

HOLLON, SADIE LOU. Actress, WFAA, Dallas. (R) local sustaining shows. (L) Little Theatre work.

HOLM, WILTON R. Musician, singer, WHBF, Rock Island. (V) floor shows, theatre presentations.

HOLMES, FRANCES. Actress, WEBC, Duluth. (R) since 1932; local shows. (L) dramatic productions, four seasons.

HOLMES, MARGARET. News and Fashion commentator, WJAX, Jacksonville. Director of amateur plays, 1926-27.

HOLMES, OLIVER W. Actor, WHN, New York. (R) since 1933; local shows, including M. G. M. Radio Movie Club; Ida Bailey Allen Show. (L) stock. (P) college.

HOLT, CHARLES H. Crooner, announcer, drummer, WBTM, Danville. (R) since 1932; sustaining shows.

HOLT, ROBERT. Announcer, producer, KTUL, Tulsa. (R) since 1931; local shows on this station and KMOX, St. Louis, including Magic Kitchen (General Electric), 1931-33; Betty Moore (Benjamin Moore Paint Co.), 1932-34. (P) raw fur buyer.

HONEY CHILE. Network actress. (R) Rippling Rhythm Revue (Jergens-Woodbury); Atlantic Family (Atlantic Refining Co.). Real name: Clair Hazel.

HOOD, CHIC. Musical director, orchestra leader, KYA, San Francisco. (R) various local shows. (V) ten years, stage bands, night clubs, etc.

HOOK, HANK. Announcer, KGLO, Mason City. (R) various local shows.

HOOPER, VIRGINIA. Singer, Michigan Network. (R) various shows, including Sweethearts Program (Hexin), 1935; Big Broadcast (R. G. Dun Cigar Co.), 1936. (V) stage presentations, 1934-36.

HOOSIER HOT SHOTS. Network comedians. (R) National Barn Dance (Alka-Seltzer).

HOPE, BOB. Network light comedian, master of ceremonies. (R) programs for Bromo-Seltzer, 1935; Atlantic Refining Co., 1936; Woodbury, 1937. (L) Sidewalks of New York, 1927; Ballyhoo, 1932; Robert, 1933; Say When, 1934; Follies, 1935; Red, Hot and Blue, 1936. (V) 1929-32. (P) newspaper boy, clerk.

HOPKINS, GOMER. Symphony conductor, WBAX, Wilkes-Barre. (R) since 1926; various local shows. (V) appearances with several orchestras, 1926-30.

HOPKINS, HOWARD. Musician, singer, WJJD, Chicago. (R) since 1930; various local shows, including programs for Aladdin Lamp Co., 1930-31; Georgie Porgie Co., 1931-33; Crazy Water Crystals; Drug Trade Products, 1935-present. (F) short, with Ted Weems' Orchestra.

HOPPE, EMIL R. 'Cellist, WOW, Omaha, Neb. (R) since 1930; various local shows. (V) 1923-29. Member, Cincinnati Symphony, 1920-23; Omaha Symphony, 1923-34.

HORLICK, HARRY. Network orchestra leader. (R) A. & P. Gypsies (Great Atlantic & Pacific Tea Co.). (L) concert stage, in Russia. (V) tour with A. & P. Gypsies.

HORNADAY, WALLER. Writer, singer, announcer, actor, WTMV, St. Louis. (R) since 1934; local shows. (P) advertising agency.

HORNE, A. GUY. Musician, copyist, WHAS, Louisville. (R) since 1935; various shows, including Kate Smith (A. & P. Tea Co.), 1936; Chesapeake & Ohio Railroad program, 1936; Here's to You (Oertel Brewing Co.), 1936-37. (V) Walter Davison's Louisville Loons, 1924-1932.

HOROWITZ, IRVING. Musician, WMCA, New York. (R) since 1930; various shows on this station and WOR, New York, including Vincent Lopez Program, 1932; Lucky Strike Show, 1936-37. (F) Terry Toon Cartoons, 1936-37; Popeye, 1937. (V) 1933.

HORTON, BERT. Actor, KPO-KGO, San Francisco. (R) since 1924; various shows, including One Man's Family (Tenderleaf Tea), 1933-present; Death Valley Days (Pacific Coast Borax), 1935-present; Winning the West (Occidental Life Insurance Co.), 1936-present. (L) stock.

HORTON, BERTRAM. Singer, West Virginia Network, Charleston. (V) Traveling band, 3 years.

HORTON, ROBERT W. News commentator, WJSV, Washington. (R) since 1937, local shows. (P) Washington correspondent (N. Y. World-Telegram).

HOSMER'S COWBOY CARAVAN (BUCK NATION, TEX-ANN, SLIM & SMILY). Cowboy entertainers, WMEX, Boston. (R) various local shows.

HOUSEMAN, KEN. News commentator, producer, WJIM, Lansing. (R) since 1933; local shows, including Esso Marketeers (Esso Petroleum Products of N. J.), 1934; Ye Bond Bread Tea Shoppe (Bond Bakers), 1935. (F) commercials, 1936. (P) newspaperman.

HOUSH, MERLE. Announcer, guitarist, singer, comedian, WLS, Chicago. (R) since 1935; local shows, including Morning Minstrels (Olson Rug Co.), 1936-37. (P) interior decorator.

HOVEY, DON. Musician (piano, organ, violin, banjo, guitar), arranger, WHO, Des Moines. (R) since 1933; local shows, including Oshkosh Chore Gang (Oshkosh Overall Co.), 1936-37; Virginia Dare Extract Co. program, 1937.

HOWARD, ANDREW. Dramatic actor, WBAP, Fort Worth. (R) since 1936; various local shows.

HOWARD, BOBBY. Musician, WKY, Oklahoma City. (R) various local shows.

HOWARD, FRED. Singer, comedian, KRNT, Des Moines. (R) since 1930; local shows on this station and KFI, KFWB, KMPC, KHJ, KMTR, KNX, Los Angeles; KPO, KGO, KFWI, KFRC, San Francisco, including Minit Rub program, 1936. (L) stock. (V).

HOWARD, TOM. Network comedian. (R) Chesterfield program, 1933; Hellmann's Mayonnaise show, 1935; Rudy Vallee Hour, 1935; Bromo-Seltzer, Mel-O-Rol Ice Cream programs, 1936; Sealtest Sunday Night Party (Sealtest Ice Cream and Milk), 1937. (F) shorts (Columbia, Paramount, Educational), 1932-36. (L) Greenwich Village Follies, 1926-30; Rain or Shine, 1931; Ziegfeld's Smiles, 1932; Gang's All Here, 1933. (V) Tom Howard & Co., 1920; Howard & Shelton. 1937. (P) grocery business.

HOWE, ELEANOR. Network writer and actress, women's programs. (R) Homemaker's Exchange (National Ice Advertising).

HOWE, LOUISE. Actress, director, KSL, Salt Lake City. (R) since 1935; various local shows. (L) stock, 1928-30; Maurice Browne Little Theatre, 1925.

HUBBARD, IRENE. Network character actress. (R) Maxwell House Show Boat (Maxwell House Coffee), 1932; Certo Matinee (Certo), 1935; Palmolive Beauty Box, 1935-36; Log Cabin Syrup program, 1936-37; Home Sweet Home (Chipso), 1936; Sunday Night Party (Sealtest Ice Cream and Milk), 1937. (L) Madame X, Meet the Wife; stock.

HUBBARD, ROBERT C. Sports commentator, WSAY, Rochester. (R) various local shows.

HUDSON, BETTY. Commentator, WJSV, Washington. (R) since 1934; local shows, including The Housewife (Oakite), 1935-36. (P) fashionist.

HUDSON, BOB. Actor, KPO-KGO, San Francisco. (R) since 1932; various shows, including Wheatenaville (Wheatena Corp.); Little Orphan Annie (Ovaltine); Billy Bachelor (Wheatena). (P) student.

HUGHES, JOHN B. Commentator, writer, producer, KFRC, San Francisco. (R) local shows including Borden's Last Minute News (Borden Dairy Delivery Co.). (L) stock, 8 years.

HUGHES, LON. News commentator, KPO-KGO, San Francisco. (R) local sustaining shows. (P) newspaperman.

HUGHES, MARGARET. Actress, KPO-KGO, San Francisco. (R) since 1932; various shows including Sperry Sunday Special (Sperry Flour Co.), 1935-36; Death Valley Days (Pacific Coast Borax); Hawthorne House (Wesson Oil & Snowdrift Co.). (P) student.

HUGHES, PHIL. Musician, WIND, Gary. (R) various local shows. Formerly with various dance orchestras.

HUGHS, ARTHUR. Network actor. (R) Just Plain Bill and Nancy (Anacin and Bisodol).

HULL, CLAIR. Musician, WDZ, Tuscola. (R) since 1936; local shows. (P) musician.

HULL, DICK. Organist, WSAY, Rochester. (R) since 1932; local shows on this station and WHEC, Rochester.

HULL, MARGE. Orchestra leader, WICC, Bridgeport. (R) since 1933; local shows.

HULL, MILTON F. Humorous philosopher, WICC, Bridgeport. (R) since 1936, local shows.

HULL, SPAHR. Actor, poetry reader, KDKA, Pittsburgh. (R) since 1934; various local shows. (V) The Hero, To the Ladies (Chautauqua), 1928; Shavings, Broken Dishes, 1931. (P) teacher.

HULWI, JAMES J. Announcer, WEBC, Duluth. (R) various local shows on this station and WCCO, WDGY, WTCN, Minneapolis. (V) Hulwi & Draper. (P) store manager salesman.

HUME, HARRY M. Singer, WFAA, Dallas. (R) since 1934; local shows, including Riding with the Texas Rangers (Kellogg Co.), 1936-37. (V) song and dance act, 1925.

HUMMEL, CHARLES L. Sports announcer, WCOL, Columbus. (R) since 1936; local shows. (P) sports correspondent; Columbus Dispatch, Ohio State Journal.

HUMPHREY, HARRY. Network actor. (R) Death Valley Days (Pacific Coast Borax); Ma and Pa (Atlantic Refining).

HUMPHREY, PEGGY. Actress, WFAA, Dallas. (R) local show, Crime Reporter (Electrolux Dealers), 1937. (F) The Big Show (Republic), 1936. (L) Little Theatre productions, 1935-36.

HUNDREDMARK, ETHELYNN K. (LYNN ROYAL). Actress, script writer, WHAM, Rochester. (R) local shows including Traffic Accident Dramas (Socony Vacuum Oil).

HUNT, DECIMA. Actress, author, WBNX, New York. (R) since 1930; local shows on this station and WDAE, Tampa; WIOD, Miami; including programs for

Swift's Packing Co., 1932; Pan-American Airways, 1934-35. (L) stock, 1919-30. (V) The Girl and the Jockey, Her Man, In the Money (wrote own sketches).

HUNT, PAUL. Actor, musician, WBNX, New York. (R) since 1930; local shows on this station and WIOD, Miami; including Pan-American Airways program, 1934-35. (L) stock, 1923-30. (V) accordionist with Rae Nell and Her Gang, 1934. (P) student.

HUNTER, FRED (HIRSCH). Writer, announcer, WTMV, St. Louis. (L) The Play's the Thing, 1932; Reunion in Vienna, 1932; Lysistrata, 1932. (P) publicity.

HUNTINGTON, DR. ELLSWORTH. Writer. (R) Geography Series for American School of the Air.

HURD, NANCY. Continuity writer, actress, singer, KTUL, Tulsa. (R) since 1934; local shows including Silvertown Ranch (Goodrich Tire & Rubber Co.), 1935.

HURD, ROBERT. Singer, KFI-KECA, Los Angeles. (R) since 1926; local shows including programs for Packard Motor Co., 1927-34; L. A. Steamship Lines, 1928. (V) single act, 1920-21.

HURDLE, LAWRENCE M. Network actor, director. (R) Modern Cinderella (General Mills), CBS. (F) shorts (Warner Bros., Columbia), 1933. (L) Gang's All Here, 1930; Pure in Heart; The Animal Kingdom, 1932; Ah Wilderness; others. (V) appearances with Ted Healy. (P) banker.

HURLEIGH, ROBERT. Announcer, news commentator, WCAO, Baltimore. (R) since 1935; local shows. (L) The Bride The Sun Shines On (Washington Civic Theatre), 1936. (P) reporter.

HURLEY, JOHN J. Announcer, WMAL, Washington. (R) local shows. (P) Bureau of Investigation, Department of Justice.

HURSEY, FRANCIS JAMES. Singer, WWL, New Orleans. (R) since 1935; local shows.

HURT, MARLIN (Dick, of Tom, Dick and Harry Trio). Singer, actor, comedian, WGN, Chicago. (R) since 1931; various shows including programs for Armour & Co., 1931; Household Finance, 1933-35; Fels Naptha, 1935-37.

HURT, ZACK. Announcer, producer, KFJZ, Fort Worth. (R) since 1925; local shows including Memory Lane (Morris Plan), 1931.

HURTA, CHARLES. Violinist, WHAS, Louisville. (R) since 1924; Standard Oil program, NBC, 1930; Little Symphony Orchestra, NBC, 1934; various local shows on this station and WLS, Chicago, including programs for Sears-Roebuck, Western Union.

HURTH, BABETTE. Exercise and dance instructor, WPAY, Portsmouth.

HUSING, TED. Network announcer, sports commentator. (R) Walter O'Keefe Program (Camel); Eddie Cantor Program, Ipana); World Series Ball Games (Ford); others. (F) various shorts; newsreels.

HUSSEY, THOMAS G. Announcer, WNAC, Boston. (R) since 1931; local shows on this station and WRUF, Gainesville; WAAB, Boston.

HUTSELL, ROBERT. Musician, arranger, WHAS, Louisville. (R) since 1936; various network and local shows, including Kate Smith (A. & P. Tea Co.), 1936; Oertel Brewing Co. program, 1936-37. (F) short (Pathe), 1933. (V) tours with Myron Schultz's Royal Peacock and other orchestras, 1927-36.

HUTTON, INA RAY. Band leader, singer. (R) network sustaining shows. (F) Big Broadcast; Paramount shorts. (V).

I

ILES, NOEL. Humorous script writer, CFRN, Edmonton. (R) since 1936; local shows. (P) newspaper work, at college.

INGLES, FRANK. Announcer, WJAX, Jacksonville. (R) since 1929; local shows on this station and WCHI, WCFL, WBBM, Chicago; WDAY, Fargo; KGDA, Mitchell. (V) 1936.

INNES, BOB. Announcer, writer, actor, WJIM, Lansing. (R) since 1931; various local shows. (L) stock, 1929; Ibsen's Vikings, 1930. (V) Radio Review. (P) student.

IRWIN, GENE. Pianist, orchestra leader, arranger, WFIL, Philadelphia. (R) since 1936; various local shows, including Stanley Drugs and Crosley Radio program. Member two piano team heard over Mutual.

IRWIN, JEAN (JACQUELINE GULLATT). Singer, dancer, WATL, Atlanta. (R) since 1935; local shows on this station and WJBO, Baton Rouge. (L) Light Opera Co., 1925-26; stock, 1926; Metropolitan Opera Co., 1928. (V) various theatres, 1926-27; also other shows as child star.

IRWIN, PHILIP. Announcer, KGW-KEX, Portland. (R) since 1934; local shows, including Standard Oil programs. (L) The Drunkard, 1933; Ned Lynch Players. (V) M. C. Portland Auto Show, 1936; Winter Sports Carnival, 1937.

ISAAC, ROSE. Director of Woman's Program, WJMS, Ironwood.

ITURBI, JOSE. Network conductor. (R) Ford Sunday Evening Hour (Ford Motors); guest conductor, various programs.

IVES, ANICE. Woman's program, announcer, WMCA, New York. (R) plays part of Janet Parker in Follow the Moon (NBC); Rippling Rhythm (NBC); also various local shows.

J

JACKY, FRED. Network musical director. (R) Hymns of All Churches (General Mills), 1934-36; various local shows. (V) 1929-30; 1919-20.

JACKSON, DALE. Character comedian, continuity writer, singer, KDKA, Pittsburgh. (R) various local shows on this station and KVOA, Tucson. (F) Shanghai Express (Paramount), 1933; College Days (Paramount), 1933. (L) Napoleon Had It Too, 1932. (V) Angel City Four, 1925.

JACKSON, GEORGE. Announcer, writer, WBOW, Terre Haute. (R) since 1932; various local shows on this station and WOOD-WASH, Grand Rapids; KFAC, Hollywood, including The Day in Review (White Star Refining), 1932-33; The Cord Program (Auburn-Cord), 1936. (P) newspaper.

JACKSON, HARRY. Network actor. (R) Irvin S. Cobb and His Paducah Plantation (Olds Motor Works).

JACKSON, HARRY. Announcer, continuity writer, WKZO, Kalamazoo. (R) since 1934; various shows on this station and KTHS, Hot Springs; WILL, Urbana; WCLS, Joliet.

JACKSON, ROY H. Singer (with trio), musician, KWK, St. Louis. (R) local shows on this station and WKY, Oklahoma City. (V) WLS Unit Show.

JACKSON, TOM. Announcer, program director, WRBL, Columbus. (R) since 1930; various shows on this station and WGST, Atlanta; WCOC, Meridian; WCOA, Pensacola, including programs for Coco-Cola, Dr. Pepper Co., Crazy Water Crystals. (L) Theatre Guild plays.

JACOBS, AMOS. Comedian, singer, WMBC, Detroit. (R) since 1934; various local shows, including Packard Motor program, 1936; Chevrolet Motor program, 1937. (F) Fox Movietone Pathe, 1934. (L) Happy Hour Revue, 1934-36. (V) 1934-to date.

JACOBS, EDGAR. Announcer, producer, WFBL, Syracuse. (R) various local shows on this station and WTIC, Hartford; WNAC, Boston. (P) accountant.

JACOBS, MARJORIE. Singer, WWL, New Orleans. (R) local shows, including Crazy Crystals, Willard Tablet programs. (V) personal appearances.

JACOBS, MIRIAM. Singer, WWL, New Orleans. (R) local shows, including Crazy Water Crystals and Willard Tablets programs. (V) personal appearances.

JACOBSON, ANDY. Orchestra leader, WNAC, Boston. (R) since 1931; local shows on this station and WEEI, Boston, including programs for Kremel, 1932; Ford Motor Co., 1934; Gillette Razor, 1936. (L) Step This Way, 1937. (V) hotel and night club engagements.

JACOBSON, MARTIN. Announcer, WKY, Oklahoma City. (R) since 1932; local shows on this station and KWKC, WDAF, Kansas City; KFH, Wichita, including Kellogg Adventure (Kellogg Cereal), 1935. (P) shipping clerk.

JACOK, DAVID. Violinist, arranger, KMOX, St. Louis. (R) local shows.

JAFFE, FRANK. Newcaster, commentator, Iowa Broadcasting Co. (R) since 1935; various shows on this network and stations KSO and KRNT, Des Moines. (P) newspaper work.

JAMES, SONNY. Musician, WPG, Atlantic City. (R) various local sustaining shows.

JAMISON, ANNE. Network singer. (R) Ovaltine Hour (Ovaltine), 1931; Neilson Chocolate Favorite Hour, 1932; Palmolive Beauty Box (Palmolive Soap), 1933; Log Cabin (Log Cabin Syrup), 1934; Hollywood Hotel (Campbell Soups), 1936; Packard Hour, 1936. (L) Madame Butterfly; Student Prince.

JAMIESON, HOUSE. Network actor. Renfrew of the Mounted (Continental Baking Co.).

JAN SAVITT'S TOP HATTERS. Orchestra, KYW, Philadelphia. (R) various local shows, including Richard Hudnut program, 1937. (V) 1936.

JANIS, HAL. Sports editor, commentator, WMCA, New York. (R) various shows, including program for Auburn Motors Corp.; General Mills, 1935-37. (P) newspaper work.

JANSSEN, WERNER. Network conductor. (R) Chase & Sanborn program (Chase & Sanborn Coffee).

JANSEY, JAMES. Network actor. (R) The O'Neills (P & G for Ivory Soap).

JARVIES, LES (SUNNY). Announcer, singer, WHB, Kansas City. (R) since 1935; various local shows.

JAYNE, FRANK A. Announcer, WELL, Battle Creek. (R) local shows. (P) bank teller.

JEFFERIES, JAMES J. M.C., script writer, WFAA, Dallas. (R) since 1930; local shows, including Dr. Pepper Bottling Co. program. (V) Woman Proposes, 1928.

JEFFRIES, HAL. Singer, WJJD, Chicago. (R) local shows. (V) appearances with dance orchestras, 1933-36.

JEMAIL, JIMMY. Inquiring reporter, WHN, New York. (R) since 1923; Palmolive Hour (CBS), 1936; show openings, White Horse Inn, Pre-Honeymoon (NBC), 1936; also local shows on this station and WOR, WMCA, New York. Inquiring reporter and photographer for N. Y. Daily News, 16 years.

JENKINS, RON. Announcer, WQAM, Miami. (R) various local shows. (P) member small orchestras.

JENNINGS, MAYBELLINE. Network script writer, actress. (R) What's On Your Mind? (Laco Products).

JEROME, EDWIN. Network character actor. (R) March of Time, 1934-37; Philip Morris program, 1936-37; Rich Man's Darling (Kissproof Lipstick), 1936-37; Cavalcade (Du Pont), 1936-37; programs for Bayer's Aspirin, 1937; Real Silk, 1937. (F) shorts (Warner Bros.), 1927-28. (L) The War Song, 1928-29; Band Wagon, 1931-32; Roberta, 1932-33. (V) with George Jessel, 1922-26; Thank You Doctor (with Irene Rich), 1929-31. (P) telegraph operator.

JESKE, FRED. Singer, announcer, master of ceremonies, producer, WSYR, Syracuse. (R) since 1932; local shows, including Monarch Melody Man (Monarch Foods), 1932; Royal Prince of Song (Royal "400" Oil), 1935. (V) WHO Barn Dance. (P) advertising salesman.

JEWELL, JAMES J. Dramatic director, Michigan Network. (R) since 1932; various local shows, including Lone Ranger (Gordon Baking Co.), 1932-37. (F) commercials, 1927. (L) stock, 1928; Woodward Players, 1929. (V) The Foolish Mrs. Wise, 1926. (P) architecture.

JOACHIM, M. H. Network playwright and producer. (R) since 1926; Vignettes in Symphony (Cadillac & La Salle Co.), 1929-30; Omar the Mystic (Purity Bakeries Corp.), 1932; Your Unseen Friend (Personal Finance Co.), 1936. (F) Devil's Paradise, 1921. (P) public lecturer, writer.

JOHNNY (ROVENTINI). Network master of ceremonies. (R) Philip Morris program (Philip Morris Cigarettes).

JOHNSON, BESS. Network actress. (R) Lady Esther of the Lady Esther Serenade; Today's Children (Pillsbury Flour).

JOHNSON, CLIFF. Banjoist, guitarist, KOA, Denver. (R) since 1935; local shows, including Ford Ranger Revue (Ford Motor Co.), 1935-36. (L) Denver Municipal Band, 1928-30. (V).

JOHNSON, DICK. Program director, WDZ, Tuscola. (R) since 1929; local shows on this station and WMBO, Peoria; KOA, Denver; WBOW, Terre Haute. (V) 1928-29. (P) musician.

JOHNSON, EDWARD. Network master of ceremonies. (R) Metropolitan Opera (Radio Corporation of America).

JOHNSON, GEORGE A. Violinist, conductor, KVI, Tacoma. (R) since 1932; local shows. Concertmaster, assistant conductor, Tacoma Philharmonic Orchestra, 1935-37.

JOHNSON, JERRY. Orchestra leader. (R) various network broadcasts. Victor Recording artist.

JOHNSON, JOHNNY. Network orchestra leader. (R) Pageant of Youth (Tasty-east), 1935-36. (F) shorts.

JOHNSON, PAUL E. Musician, WROK, Rockford. (R) since 1936; various local shows on this station and WLS, Chicago. (P) farming.

JOHNSON, PARKS. Network interviewer. (R) Sidewalk Interviews (Cummer Products for Molle Shaving Cream).

JOHNSON, RAYMOND. Network dramatic actor. (R) The Guiding Light (Procter & Gamble), 1937; Girl Alone (Kellogg), 1937; A Tale of Today (Princess Pat), 1937; Welcome Valley (Household Finance), 1937; Grand Hotel (Campana), 1937. (L) There's Always Juliet, 1935; produced The Women Have Their Way, 1936; produced and acted in The Liar, 1937. (P) banker.

JOHNSON, RITA. Network actress. (R) Wonder Show (Continental Baking Co.).

JOHNSON, WALTER H. Publicity director, engineer, sports announcer, WIBM, Jackson. (R) since 1928; various local shows.

JOHNSON, WAYNE. Singer, WALR, Zanesville. (R) various local shows. (P) bookkeeper.

JOHNSTONE, WILLIAM. Network entertainer. (R) Five Star Revue (Corn Products for Karo and Linit).

JOHNSTON, NEVA BELLE (BELLE NEVINS). Singer, KCMO, Kansas City. (R) since 1929; local shows on this station and WDAF, KMBC, WHB, Kansas City; WREN, Lawrence, including Vassar Chocolate Girl, 1929; Sendol Co. program, 1936. (V) Ben Bernie's Show, 1936.

JOHNSTON, T. K. Singer, WFAA, Dallas. (R) since 1931; local shows. (V) 1928. (P) business manager of hospital.

JOHNSTONE, BILL. Network actor. (R) March of Time, 1934-37; Cavalcade of America (Du Pont), 1936-37; Irene Rich program (Welch Grape Juice), 1936. (F) March of Time. (L) These Days; stock.

JOLSON, AL. Network actor, comedian, singer. (R) various shows, including Chevrolet program, 1933; Shell Chateau (Shell Oil), 1935-36. (F) The Jazz Singer (Warner Bros.), 1927 (first talking picture); The Singing Fool, 1928; Say It with Songs, 1929; Mammy, 1930; Hallelujah, I'm a Bum, 1933; Wonder Bar, 1934; The Singing Kid, 1936. (L) The Whirl of Society, 1912; The Honeymoon Express, 1913; Big Boy, 1925; Wonder Bar, 1931. (V) 1906-11.

JONEAS, OSCAR A. Singer, WNBH, New Bedford. (R) local Franco-American program, 1936-37. (L) Seven Last Words of Christ; Christopher Columbus; others.

JONES, ARCHDALE J. Producer, KFI-KECA, Los Angeles. (R) local shows. (F) Susy (MGM); Till We Meet Again (Paramount); Parole (Universal). (P) advertising.

JONES, BILLY. Network singer, comedian. (R) Best Foods program; Gillette Community Sing (Jones and Hare). (L) musical comedies. (V) various tours.

JONES, DOROTHY. Actress, WFAA, Dallas. (R) since 1935; Ben Bernie show, NBC, 1936; local shows, including Greyhound Traveler (Greyhound Bus), 1935; American Can Co. program. (L) Elizabeth the Queen, 1934; The Late Christopher Bean, 1936; others.

JONES, "DUDE." Hillbilly entertainer, KRKO, Everett. (R) since 1933; various local shows.

JONES, GILBERT. Singer (Three Romeos Trio), WHAS, Louisville. (R) since 1934; various shows, including Oertel Radio Theatre (Oertel Brewing Co.), 1936-37.

JONES, GWYNFI. Singer, KPO-KGO, San Francisco. (R) since 1923; various local shows. (L) San Francisco Opera Co. (V) International Four. (P) coal miner.

JONES, IVAN. Announcer, KOIN, Portland. (R) since 1927; local shows on this station and KOMO, Seattle; WBBM, Chicago; KFBB, Great Falls; KFYR, Bismarck; KGW, Portland; KYW, including Edward Benedict & Ensemble (Wabash Railway), 1928; Penzoil Parade (Penzoil Co.), 1932. (P) salesman.

JONES, MARCEL. Singer, WFAA, Dallas. (R) since 1928; local shows including La France Family Party, 1935. (L) 1925. (P) auditing, insurance co.

JONES, MARSHALL. Singer, guitarist, WWVA, Wheeling. (R) since 1933; local shows including Hamlin Wizard Oil program, 1936-37; Ford Dealers program (NBC), 1933. (V) with Lum & Abner, 1933; Bradley Kingkaid, 1936.

JONES, MAXINE. Pianist, WFLA, Clearwater. (R) since 1936; local shows on this station and WQAM, Miami. (L) Miami Federal Theatre. (C) Miami Federal Theatre vaudeville unit. (P) stenographer.

JONES, MILDRED A. Commentator, WFAA, Dallas. (R) since 1936; local shows including Scott Paper Co. program, 1937. (P) newspaper advertising.

JONES, PAUL MORGAN. Pianist, singer, announcer, WFLA, Clearwater. (R) since 1930; local shows on this station and WHAS, Louisville; WTAM, Cleveland, including Stanback Melody Man (Stanback Headache Powder), 1935-36.

JONES, RAYMOND. Actor, WGN, Chicago. (R) since 1932; various local shows including Great Moments in History (Fleischmann Yeast), 1932. (L) stock, 1928-34. (P) fighter.

JONES, VIRGINIA. Singer, pianist, WHB, Kansas City. (R) local shows on this station and WDAF, KCMO, Kansas City, including M. & O. Cigar program.

JONES, WILLIAM W. Singer, yodeler, musician, KDKA, Pittsburgh. (R) since 1927; various shows including Georgie Porgie program, 1935-36.

JORDON, AARON (DIXIE BOY). Musician, singer, KMOX, St. Louis. (R) since 1933; various CBS shows; local shows including programs for Peruna, Crazy Water Crystals.

JORDAN, CORINNE. Program director, KSTP, St. Paul. (R) since 1924; various local shows on this station and WBBM, Chicago; WCCO, Minneapolis. (P) musician.

JORDAN, JULIE. Character actress, WMCA, New York. (R) since 1932; local show. (F) shorts (Paramount, Fox, Warner Bros.), 1927-29; 1933-35. (L) Ziegfeld Follies, 1927; Smiles, 1933. (V) Mills, Gold & Raye, 1934; Scheherezade, 1935.

JORDAN, MARION & JIM. Network actress and actor, comedians. (R) Fibber McGee & Molly (Johnson's Floor Wax).

JORY, WILLIAM J. Announcer, producer, sports commentator, WMBC, Detroit. (R) since 1928; Ben Bernie's program (Blue Ribbon Malt), CBS; also local shows on this station and WKBN,

Youngstown. (F) For the Love of Mike (First National), 1927; Fox Movietone News, 1935-37; commercials. (P) cameraman.

JOSEF, KENT. Production director, WIBM, Jackson. (R) since 1928; various local shows including Phillips "66" programs, 1930-31. (L) Phi Al Players, 1928; Mason Mummers, 1934. (V) dance orchestras, 1931-33. (P) college.

JOSEPH, ARNOLD. Actor, WHO, Des Moines. (R) various shows in WHO Playhouse. (L) Little Theatre Work. (P) student.

JOSEPHSON, GUS. Accordionist, WHLB, Virginia. (R) various local shows.

JOSLYN, ALLYN. Network actor, writer, announcer, master of ceremonies. (R) Sherlock Holmes (Washington Coffee); Five Star Final (Remington Rand); programs for Lucky Strike Cigarettes, Maxwell House Coffee; others.

JOSTYN, JAY. Network actor. (R) Our Gal Sunday (Anacin); Second Husband (Bayer Aspirin). (L) juvenile in Antigone; The Witch.

JOY, LEONARD. Network orchestra leader. (R) Calendar of Melody (E. R. Squibb & Sons).

JOY, RICHARD. Announcer, KNX, Los Angeles. (R) since 1935; various local shows on this station and KEHE, Los Angeles. (P) student.

JOYCE, PAUL. Concert singer, WMEX, Boston. (R) various local shows on this station and WHDH, WEEI, Boston.

JOYCE, WILLARD. Banjo player, WICC, Bridgeport. (R) since 1934; local shows, including Crazy Water Crystals program, 1934.

JOYNER, FRED. Announcer, assistant production manager, WHKC, Columbus. (L) Sturat Walker Stock Co., Cincinnati, 1927-29.

JULIS, GEORGE. Accordionist, pianist, WMT, Cedar Rapids. (R) since 1935; local shows.

K

KADELL, JACK. Network announcer. (R) 1937 Edition of Twin Stars with Helen Broderick and Victor Moore (National Biscuit Co.); others.

KALAWAIA, HERBERT. Musician, KSL, Salt Lake City. (R) various local shows. (F) Bird of Paradise (RKO), 1932; Down to the Last Yacht, 1933; Sutters Gold (First National), 1936. (V) 1925-27. (P) music teacher.

KALAWAIA, JESSE. Musician, KSL, Salt Lake City. (R) since 1934; local shows. (V) 1925-26. (P) music teacher.

KAMMAN, BRUCE. Network actor. Kaltenmeyer's Kindergarten (Quaker Oats).

KANE, JOHNNY. Network actor. (R) Pepper Young's Family (P & G for Camay Soap).

KANE, KATHERINE. Network dramatic actress, singer. (R) Grossman Shoes program, 1933-35; American Can Program, 1937; Hammerstein Music Hall of the Air, 1937. (F) Love on Toast (with Mae West). (V) 1932-37.

KANE, PAUL. Hawaiian guitarist, KCMO, Kansas City. (R) various CBS and NBC shows from Chicago; local shows on this station and KFI, Los Angeles; KPO, San Francisco; KMBC, WDAF, WHB, WLBF, Kansas City; WREN, Lawrence; WIWB, Topeka; KFAB, Lincoln, including Lady Esther program. (F) Hula, 1925-26. (L) Congo, 1926-27. (V).

KANNA, RALPH D. Announcer, WATR, Waterbury. (R) local shows on this station and WGLC, Hudson Falls, WMFF, Plattsburg; WELI, New Haven.

KANTER. BEN. Pianist, Monologist, musical director, WJJD, Chicago. (R) since 1933; Corinnis Water Boys (Corinnis Water), NBC, 1934; local shows on this station and WLS, Chicago, including The Old Sparton (Sparton Radio), 1935. (V) pianist for Ann Greenway, 1934. (P) song writer.

KARASICK, MARIAN. Hollywood commentator, actress, WSAY, Rochester. (R) various sustaining shows. (P) teacher.

KAREN, EDITH. Network entertainer (R) Phillips Poly Follies (Phillips Petroleum).

KARILL, ERIC. Script writer, actor, director, WISN, Milwaukee. (R) various local shows. (L) stock (own companies). (V) since 1909. (P) student.

KARN, WILLIAM L. Announcer, singer, KOMA, Oklahoma City. (R) since 1936; various local shows on this station and KPDN, Pampa, including Stewart Warner program, 1936. (L) dramatic and musical stock, 1929-33.

KARNEY, BEULAH. Writer and broadcaster, household topics, KMBC, Kansas City. (R) since 1936; local shows, including Happy Kitchen (various sponsors; among them: Scott Paper Co., Sherwin-Williams Paint, Washington Apples). (P) home economics lecturer.

KASPER, BETH. Singer, guitarist, WJJD, Chicago. (R) since 1930; various local shows, including Drug Trade Products

Program, 1936-37. (V) Hayloft Trio, 1934-36.

KATZMAN, LOUIS. Network orchestra leader. (R) programs for Linit, Dodge Motors, Feenamint, Burnsdall Oil, Fuller Brush, Lucky Strike Cigarettes, Remington Rand, Carlsbad Salts and others.

KAUFMAN, IRVING. Network (Mutual) singer. (R) Champion Spark Plug Program, NBC, 1924-28; Salty Sam the Sailor Man (Kolynos Toothpaste), 1930; Singing Chef (Corn Products); The Happy Rambler (Swift & Co.), 1931-32; Lazy Dan the Minstrel Man (Old English Floor Wax). (L) Passing Show of 1918. (V) Irving & Jack Kaufman (phonograph act); Avon Comedy Four.

KAY, EDDY. Network orchestra leader. (R) Frank Fay Calling (Royal Fruit Flavored Gelatin).

KAY, KENNETH. Singer, WHB, Kansas City. (R) since 1935; local shows, including programs for Olson Rug Co., 1935, 1937; Histeen Hay Fever Remedy, 1936.

KAYE, LILLIAN. Popular singer, WBRY, Waterbury, Conn. (R) since 1934; various local shows. (V) Ben Bernie & Company, 1934; General Motors Auto Show, 1934-35. (P) school. Also night club and orchestra work.

KAYE, ROSE (KLAFFENBACH). Actress, WHKC, Columbus. (R) since 1937; various local shows. (L) Globe Shakespearean Co., 1936; Pittsburgh Players, 1936-37. (P) stenographer, dramatic teacher.

KEASLER, JACK. Announcer, KWTH-KTBS, Shreveport. (R) since 1929; various shows, including Gulf Sprayers (Gulf Refining Co.). (F) commercials, 1936.

KEATING, LAWRENCE J. Announcer, KPO-KGO, San Francisco. (R) local shows, including Dr. Kate (General Foods), 1936-37. (L) stock and Broadway productions, including White Cargo; Queer People.

KEDDINGTON, RICHARD S. Dramatic actor, KSL, Salt Lake City. (R) since 1933; various local shows. (L) Smilin' Thru, 1932; The Light, 1933; Attorney for Defense, 1935; Last Mile, 1936; others. (P) clerk.

KEEHN, NEAL. Announcer, writer, actor, KMBC, Kansas City. (R) since 1932; local shows on this station and WCLO, Janesville, including Sears Roebuck Co. program, 1932-36. (P) college.

RAYMOND
KNIGHT

KEESE, KEN. Pianist, singer, announcer, WATL, Atlanta. (R) local shows on this station and WDOD, Chattanooga; WHN Amateur Winner, 1936. (L) stock, 1934-35. (V) night clubs, 1934-36. (P) college.

KEESEE, FLOYD J. Announcer, WESG, Elmira. (R) since 1934; local shows, including Philco program; transcriptions for Chevrolet and Tydol.

KEEVER, MARGARET. Program director, WPG, Atlantic City. (R) since 1934; various local shows. (L) Aborn Opera Co., 1920-22; Century Opera Co.

KEITH, RICHARD. Network actor. (R) Famous Jury Trials (Mennen Co.).

KEITH, WARD. Actor (dialects, characters), KCKN, Kansas City. (R) since 1931; various shows on this station and WDAF, Kansas City; WAVE, Louisville. (L) stock, 1929-33; Huckleberry Finn Vanities, 1933. (V) 1926-28; 1937.

KELK, JACKIE. Network actor. (R) since 1935; News of Youth (Ward Bread); Dick Tracy; Five Star Jones (Mohawk Carpet); The Gumps (Pebeco); Modern Romances. (F) Born to Be Bad (20th); shorts (Warner Bros.). (L) Bridal Wise, Perfect Marriage, Good Bye Again, Gather Ye Rosebuds, Jubilee.

KELLEY, ANDREW. Network actor, (R) Horse Sense Philosophy (The Crusaders).

KELLY, BETTY. Singer, actress, KPO-KGO, San Francisco. (R) since 1931; various shows, including Camel Pleasure Hour (Camel Cigarettes), 1931; Team Mates (Wesson Oil & Snowdrift), 1931; Vagabonds (Chase & Sanborn Coffee), 1931.

KELLY, BOB. Musician, CHSJ, St. John, N. B. (R) since 1933; various shows, singly and as member of Kelly & Alexander, piano team.

KELLY, KAY. Editor and narrator, women's program, KVI, Tacoma. (R) since 1935; local participation show. (P) office manager.

KELLY, LEON. Actor, dialectician, KYW, Philadelphia. (R) since 1927; various local shows, including Sally at the Switchboard (Sears Roebuck Co.), 1937. (F) French Paramount Co., Paris, 1932. (L) The Paris American Players, The English Players, 1929-31. (V) Looks, 1916-17. (P) naval officer.

KELLY, NANCY. Network dramatic actress. (R) Wizard of Oz (Jello); 45 Minutes in Hollywood (Borden's); Court of Human Relations (True Story Magazines); Cavalcade of America (du Pont); March of Time (Time Magazine); Myrt and Marge (Super Suds); News of Youth (Ward Bread). (F) The Girl on the Barge (Universal); Glorifying the American Girl (Paramount). (L) Give Me Yesterday; One Good Year; So Proudly We Hail. (P) professional model.

KELLEY, DON E. Announcer, producer, KOIL, Omaha. (R) local shows, including Homespun Views (Penn-Field Motor Oil). (L) stock, 1930. (P) college.

KELSO, ED. Writer for H. N. Swanson, Inc., program producers.

KEMP, EVERETT (UNCLE EZRA BUTTERNUT). Author, actor, KMBC, Kansas City. (R) since 1929; local shows, including Hires Root Beer, 1931; Pebeco Tooth Paste, 1931; Purina Mills, 1930-31; Aladdin Mantle Lamp Co., 1929-31; Morton Salt Co., 1932; B. C. Remedy Co. programs, 1932-35. (F) shorts. (P) college teacher.

KEMP, HAL. Network orchestra leader. (R) Pennzoil Parade (Pennzoil Oil), 1933; Lucky Strike Magic Carpet (Lucky Strike Cigarettes), 1933; Penthouse Party (Eno Salts), NBC, 1934; Phil Baker Program (Gulf Oil), 1935-36; Chesterfield Program (Liggett & Myers Tobacco Co.), 1936-37. (F) short (Warner Bros.), 1936. (V).

KEMPER, DORIS. Actress, KPO-KGO, San Francisco. (R) various local shows. (F) productions for Williamson-British Co., Far East Players, 1924. (L) Front Page, Broadway, Fall of Eve; stock. (V) The Copperhead (Orpheum); Wanted, with Ricardo Cortez; Two Fellows and a Girl, with Leslie Fenton and Francis X. Bushman. (P) college.

KEMPER, JIMMY. Network singer, actor. (R) programs for Montgomery Ward (NBC), 1933; Bauer & Black (NBC), 1934; Tidewater Oil, 1935. (V) Jimmy Kemper & Company.

KEMPER, LOU. Announcer, singer, WHB, Kansas City. (R) since 1933; local shows on this station and KFEQ, St. Joseph; KGBX, Springfield, including Sendol Singer, 1935. (L) Resident Theatre productions, 1936-37.

KENDIS, SONNY. Orchestra leader, pianist, composer, arranger, WMCA, New York. (R) since 1932; various shows on this station and WPG, Atlantic City. (F) shorts. (V) Major Revue; Juvenile Follies, Sonny Kendis Co. (P) college. Was a member of Yankee Network studio band, 1934-35.

KENDRICK, BOB. Orchestra leader, musician, KIUN, Pecos. (R) since 1936; local shows, including Good Gulf Gang (Gulf Refining Co.), 1936-37.

KENDRICK, MURRAY. Singer, WFAA, Dallas. (R) since 1932; Texaco Hour, (NBC), 1932; Roxy Hour (CBS), 1935; local shows. (L) Boccaccio, 1931. (P) accountant.

KENNEDY, ALLAN. Announcer, WNEW, New York. (R) since 1936; local shows, including True Detective Mysteries (Macfadden Publications), 1936-37. (F) Cardigan (Blazed Trail Picture Co.). (P) salesman.

KENNEDY, BANKS. Singer, organist, WBAX, Wilkes-Barre. (R) since 1933; local shows. (V) Vagabond Organist 1929.

KENNEDY, IRVING. Singer, actor, dialectician, KPO-KGO, San Francisco. (R) various shows, including programs for Associated Oil Co., Sperry Flour Co., Procter & Gamble. (L) Music Box Revue, 1925-26. (V) Weber Quartette, 1925-26.

KENNEDY, JACK. Announcer, WMBH, Joplin. (R) since 1932; local shows on this station and KMBC, Kansas City; KBBM, Chicago; KMOX, St. Louis. (P) orchestra leader.

KENNEDY, JOHN B. Network commentator. (R) The Magic Key of RCA (Radio Corporation of America); others.

KENNEDY, REED. Network singer. (R) Will Rogers program (Gulf Refining Co.), 1934-35; Heinz Magazine of the Air (Heinz Co.), 1936-37; guest appearances on Coca-Cola program, Pittsburgh Symphony Orchestra program (Pittsburgh Plate Glass Co.); local shows.

KENNY, NICK A. Commentator, M.C., WMCA, New York. (R) various local shows, including King's Beer Amateur Hour, 1935. (V) Radio Gang. New York and Brooklyn. Radio Columnist, N. Y. Daily Mirror.

KERBY, KEITH. Announcer, producer, KSFO, San Francisco. (R) various local shows. Featured singer with dance orchestras, 1927-31.

KERN, BRUCE. Announcer, actor, WTIC, Hartford. (R) since 1935; local shows, including Guy Hedlund & Co. (Travelers Insurance), 1935-37.

KERR, DON. Announcer, M.C., writer, producer, WMCA, New York. (R) since 1931; various shows on this station and WHK, Cleveland; WGH, Newport News; WOR, New York; WTAR, Norfolk, including Pebeco on Parade (Pebeco Tooth Paste), 1933-34; Ford Frick Sports Parade (Dodge Bros.), 1934; Stewart Warner Five Star Review, 1935. (P) public relations and gas engineering.

KERRIGAN, JACK. Announcer, singer, writer, WHO, Des Moines. (R) since 1933; local shows on this station and WHBF, Rock Island; WOC, Davenport, including Song Vendor program (Sendol Co.), 1933; The Grunow program; Voss Varieties (Voss Washing Machine Co.), 1935-36. (P) newspaper circulation printing.

KERWOOD, ORIE H. Musician, announcer, WNAX, Yankton. (R) since 1933; local shows. (L) 1926, 1928, 1936.

KIDDER, WALTER. Singer, WNAC, Boston. (R) since 1932; various local shows. (P) banking.

KIDWELL, RAYMOND. Guitar, bass viol, saxophone player, WWVA, Wheeling. (R) since 1932; local shows, including Flying X Round Up (Peruna), 1936-37. (V) circus, rodeo, etc.

KILEY, JOHN F. Staff organist, WMEX, Boston. Organist for several Boston theatres.

KILTY, JOHN J. Singer, WBZ, Boston. (R) since 1935; various local shows on this station and WNAC, Boston. (V) personal appearances.

KIMBALL, EDWARD B. Announcer, program director, actor, M.C., WMAL, Washington. (R) since 1926; local shows on this station and KSL, Salt Lake City, including Royal Gang (Royal Baking Co.), 1927-29; Coyote Club (Shell Oil Co.), 1927-29. (L) The Gorilla, 1927. (P) student.

KIMBERLY, HELENE. Pianiste, singer, WROK, Rockford. (R) various local shows. (P) student.

KINCAID, BRADLEY. Singer, WGY, Schenectady. (R) since 1935; local shows. (V) single act since 1928, making debut in Chicago. Also publisher of radio songbooks.

KING, DENISE. Concert pianist, KGCX, Wolf Point. (R) local shows. (L) Crows Dramatic Co., 1910-22; concert tour, musical comedy, 1922-30.

KING, ELIZABETH ANN. Actress, announcer, WKRC, Cincinnati. (R) various shows on this station and WLW, Cincinnati, including Benjamin Moore Paint Co. program, 1934-35; Lilac Time (Pinaud Mascara), 1935-36. (P) secretary, dramatic school.

KING, F. W. Musician, KGVO, Missoula. (R) since 1935; local shows.

KING, HENRY. Network orchestra leader. (R) Burns & Allen Show (Campbell Soup Company), 1936-37. (F) shorts (Fox).

KING, JANE. Actress, KYW, Philadelphia. (R) various shows, including Sally at the Switchboard (Sears Roebuck). (L) stock, 1932.

KING, JEAN PAUL. Network announcer. (R) Myrt & Marge (Colgate-Palmolive-Peet for Super Suds); others. (F) newsreels.

KING, L. L. Musician, KGVO, Missoula. (R) since 1936; local show.

KING, ROGER (WILBER LUKENBILL). Continuity writer, announcer, KOMA, Oklahoma City. (R) various local shows, including Sports Page (Goodrich Tire & Rubber Co.). (V) M.C. engagements, local theatres. (P) student.

KING, WALTER WOOLF. Network entertainer. (R) Flying Red Horse Tavern (Socony-Vacuum). (L) operettas, comedies. (F) Warner Bros., Fox.

KING, WAYNE. Network orchestra leader. (R) Lady Esther Serenade (Lady Esther Co.), 1932-37. (V).

KING'S JESTERS. Dance orchestra. (R) Sterling Ale Transcription program; guest appearance on RCA Magic Key program.

KING'S MEN, THE. Network singers. (R) programs for Franco Baking Co., 1931-32; Esso program (with Marx Brothers), 1935; Paul Whiteman program (Kraft Cheese), 1934-35; Burns & Allen (White Owl), 1935; Ed Wynn program (Plymouth); Paul Whiteman program (Woodbury), 1936. (F) Sweetie (Paramount), 1929; Let's Go Native (Paramount), 1930; Monte Carlo (Paramount), 1931; Horsefeathers (Paramount), 1932; Thanks a Million (Fox), 1935; various cartoons. (V) on tour with Paul Whiteman, 1934-37. (P) college.

KIPEN, MAURICE. Violinist, comedian, WTMJ, Milwaukee. (R) since 1929; local shows.

KIRCHNER, CLAUDE H. Announcer, WROK, Rockford. (R) since 1936; various local shows on this station and WRR, Dallas.

KIRK, HARRIS, JR. Network producer, announcer. (R) Lux Radio Theatre (Lever Bros.), 1935-36; Kate Smith Coffee Time (A & P Co.), 1935-36; Popeye (Wheatena), 1936-37; Nash Speedshow (Nash Automobiles), 1936-37. (L) Hamlet (with Walter Hampden), 1919. (P) investment banking, aviation.

KIRKHAM, ART. Sports, news commentator, KOIN, Portland. (R) since 1929; local shows including Boxing (Pacific Outfitting Co.), 1929-37; Football (Associated Oil), 1930-37; Rose Festival Parades and Events (Texaco Oil), 1935-36. (F) Paramount News Football Games, 1933-36. (L) Portland Light Opera Co., 1923, '24. (V) single act. 1923-25.

KIRKPATRICK, JESS. Announcer, singer, actor, WGN, Chicago. (R) since 1935; various shows on this station and WHB, Kansas City, including Alka-Seltzer program. (F) Broadway Melody, 1927; Putting on the Ritz; others.

KIRSCH, ELEANOR. Singer, musical arranger, KRKO, Everett. (R) sustaining shows.

KISTLER, GLEASON. Announcer, WHLB, Virginia. (R) various local shows.

KLEEB, HELEN. Actress, KPO-KGO, San Francisco. (R) various shows, including Doctor Kate (Best Foods), 1936-37. Sperry Special (Special Flour Co), 1936-37. (L) stock, 1928-31; Gypsy Jim (with Leo Carillo), 1932. (P) stenographer.

KLEIN, RALPH. Script writer, WTIC, Hartford. (R) since 1934; local shows including Guy Hedlund & Co. (Travelers Insurance), 1934-37. (P) student.

KLEM, NORBERT B. Violinist, WHEC, Rochester. (R) since 1933; local shows including Queen of the Genesee (Standard Oil), 1936. Member Rochester Philharmonic.

KLIMENT, ROBERT F. Announcer, WCKY, Cincinnati. (R) local shows on this station WCHS, Charleston; WKRC, Cincinnati. (L) Columbus Players, 1935. (V) M.C., Paradise Variety Revue, 1936. (P) department store.

KLINE, RICHARD. Director, "Keeping Fit in Hollywood," KNX, Los Angeles. (R) local sustaining show. (L) Little Theatre productions, five years. (V) 1925-27.

KLOSE, WOODY. Writer, announcer, actor, program director, WTMV, St. Louis. (R) since 1929; CBS shows, Tony Cabooch (Annheuser-Busch), 1929-30; "B" Square Review (Barnsdall Refining Co.), 1931; local shows on this station and KMOX, St. Louis. (P) student.

KLUKOWSKI, A. J. News editor, writer, WMCA, New York. (R) newscasts for Pinex Cough Syrup, Bathasweet, Natural Bloom Cigars; others.

KNIGHT, BETTY ANN. Singer, WSJS, Winston-Salem. (R) since 1935; local shows.

KNIGHT, RAY. Network comedian. (R) as Ray Knight and His Cuckoos, 1937 Radio Show (Health Products); others.

KNIGHT, WILLIAM A. Announcer, master of ceremonies, WTMV, St. Louis. (R) since 1935; local shows on this station and WIL, KMOX, St. Louis, including Tydol Gasoline Amateur Hour, 1936. (V) 1916-19; 1920-22.

Frances Langford

HOLLYWOOD HOTEL
CBS—Coast-to-Coast

Personal Representative
KEN DOLAN

IGOR GORIN

EDDIE CANTOR
and
HOLLYWOOD HOTEL
CBS—Coast-to-Coast

KNIGHTS OF NOTE, THE. Singers, musicians, comedians, KSTP, St. Paul. (R) since 1936; various local shows. (F) commercials. (V) Knights of Note, 1934-37.

KNOX, JOHN F. Network actor. (R) Goose Creek Parson (Colgate-Palmolive-Peet for Super Suds).

KOCH, CHARLES R. Announcer, WKRC, Cincinnati. (R) various local shows, including All-Star Varieties (Norge Refrigerators). (P) student.

KOCH, HERBIE. Organist, WHAS, Louisville. (R) since 1936; various local shows, including Yellow Blank Salute (Western Union), 1937. Organist in various theatres, 10 years.

KOCH, RUSSELL. Drummer, sound effects man, WFAA, Dallas. (R) since 1932; local shows, including programs for Magnolia Petroleum, 1934; Dr. Pepper Bottling Co., 1935-37; Greyhound Bus Lines, 1935. With Dallas Symphony Orchestra, 1932-35; pit musician for various theatres.

KOESTNER, JOSEF. Network orchestra leader. (R) Ry-Krisp Presents Marion Talley (Ralston Purina).

KOGEN, HARRY. Network orchestra leader. (R) Melody of Romance (Jell-Sert Co.); Greater Sinclair Minstrels (Sinclair Refining Co.).

KOHL, ARTHUR. Network actor. (R) The Story of Mary Marlin (P & G for Ivory Soap).

KOHRT, GERALD. Orchestra director, musician, singer, WMFG, Hibbing. (R) various local shows.

KOLLMAR, RICHARD. Network actor, free lance announcer, singer. (R) since 1934; Billy Batchelor (Wheatena); The O'Flynns (Esso); Beauty Box Theatre (Palmolive); Fred Allen Program (Ipana); Showboat (Maxwell House Coffee); Popeye (Wheaten); Log Cabin Dude Ranch (General Foods); Bambi (Sanka Coffee); Floyd Gibbons Program (Colgate). (L) stock; The Royal Family; Passing of the Third Floor Back. (P) college.

KOSHER, MARY. Continuity, publicity, KRKO Everett. Publicity director, KOL, until Sept., 1936. (P) newspaper reporter.

KOSLOFF, PAUL. Singer, WFBL, Syracuse. (R) since 1932; various local shows on this station and KNX, KHJ, KFI, Los Angeles. (F) shorts (Warner Bros.), 1933. (V) night clubs, theatres, 1929-36. (P) machinist.

KOSTELANETZ, ANDRE. Network orchestra conductor. (R) programs for Sweetheart Soap, 1931; Star Razors, 1931; American Cotton Oil, 1931-32; Chrysler Automobiles, 1932; Spool Cotton Co., 1932-33; Studebaker (one show), 1933; Buick, 1933-34; Chesterfield Cigarettes, 1934-37. (F) short (Paramount), 1935; directed music for Lily Pons' Pictures, I Dream Too Much, Girl From Paris (RKO). Several recordings for World Recordings, Victor Records. Conducted Hollywood Bowl Symphony Orchestra and Chicago Grand Opera Orchestra, 1936.

KRAJCIR, FRANK. Musician, KMOX, St. Louis. (R) since 1935; local shows. (V) 1935. (P) newspaper reporter.

KRAMER, WORTH. Singer, singing director, WGAR, Cleveland. (R) various local shows, including Westinghouse Eskimos (Westinghouse); Collegians (Fels Naptha). (V) soloist. (P) Ohio Oil Co.

KRAMER, WRIGHT. Network actor. (R) Helen Hayes in Bambi (Sanka Coffee).

KRATOSKA, HERBERT L. Guitarist, banjoist, singer, script reader, KMBC, Kansas City. (R) since 1934; local shows, including Red Horse Ranch transcriptions (Standard Oil), 1935; soloist on various CBS shows, including The Collegians, Texas Rangers, Happy Hollow. (V) appearance with Texas Rangers, 1934.

KRAYMORE, HARRY. Announcer, New York. (R) since 1935; local shows, including Fox Fur Trappers (I. J. Fox), 1935; True Detective Mysteries, Personal Problem Clinic (Macfadden Publications), 1937; Canadian Fur Trappers Corp. program, 1937.

KREAMER, KAYE. Continuity writer, director of women's activities, dramatic director, WROK, Rockford. (R) since 1930; local shows on this station and WKBB, Dubuque. (P) stylist.

KREIE, MARY LOUISE. Singer, WHBF, Rock Island. (R) various local shows.

KREUTZ, MAX. Singer, WHO, Des Moines. (R) local shows, including presenting Virginia Dare (Virginia Dare Extract Co.), 1937. (P) student.

KRIEGER, JAMES H. Dramatic reader, KPO-KGO, San Francisco. (R) various shows, including One Man's Family (Tenderleaf Tea), 1936; Winning the West (Occidental Life Insurance), 1936-37; Sperry Special (Sperry Flour Co.), 1936-37; Dr. Kate (Best Foods), 1936; Hawthorne House (Wesson Oil and Snowdrift), 1936-37. (P) college.

KROENKE, CARL. Actor, KPO-KGO, San Francisco. (R) since 1935; various shows, including Sperry Sunday Special (Sperry Flour Co.), 1935-37; Death Valley Days (Pacific Coast Borax), 1935-37; Winning the West (Occidental Life Insurance Co.), 1935-37. (L) The Emperor Jones, 1921; Romeo and Juliet, 1929; Pinafore, 1931; Maytime, 1932; others. (P) stenographer.

KROLIKOWSKI, EDWARD. Conductor (foreign music), WICC, Bridgeport. (P) music store.

KROSS, RICHARD H. Publicity director, announcer, writer, WGES, Chicago. (R) since 1935; local shows on this station and WIND, Gary; WJJD, WSBC, Chicago. (P) advertiser, theatrical artist.

KRUEGER, ARNOLD. Organist, WEMP, Milwaukee. (R) various local shows on this station and WISN, WTMJ, Milwaukee.

KRUEGER, BENNY. Network orchestra leader. (R) Pick and Pat (U. S. Tobacco Co.).

KRUG, EDWARD. Announcer, writer, WCAU, Philadelphia. (R) since 1932; CBS shows, Bobby Benson (Hecker H-O), 1932-33; Boake Carter (Philco), 1936-37; also various local shows on this station and WGR, Buffalo. (F) Paramount News; shorts, 1934-36. (P) assistant buyer.

KRUGMAN, LOUIS. Actor, dialectician, WHN, New York. (R) various shows on this station and WEAF, WNEW, WABC, New York, including WHN Movie Club (Mulsified Cocoanut Oil Shampoo); Ida Bailey Allen program. (L) stock, 1932-36. (P) student.

KRUM, FAYETTE. Network script writer. (R) Girl Alone (Kellogg Company), 1936-37. (P) newspaper reporter, advertising copy writer.

KRUPP, LEON. Continuity writer, singer, KGNC, Amarillo. (R) since 1929; local shows on this station and KFJZ, WBAP, Fort Worth; KFOX, Long Beach, including programs for Goodyear Rubber Co., Kelvinator Co.

KRUSE, HENRY. Singer, KOL, Seattle. (R) since 1935; various local shows on this station and KMTR, Los Angeles. (F) Here Comes the Band (MGM), 1935. (V) 1934-35. Also commercial recordings.

KUEHN, ARTHUR C. Violinist, WFAA, Dallas. (R) since 1935; local shows including Greyhound Bus Co. program, 1935. Member staff orchestra, various Texas theatres.

KUEHN, WILLIAM. Musician, WFAA, Dallas. (R) since 1935; local shows, in-

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cluding programs for Ford Motor Co., 1935; Dr. Pepper Bottling Co., 1937. (V).

KULLMAN, CHARLES. Operatic singer. (R) various network guest appearances, including Palmolive Beauty Box Theatre (Palmolive Soap). (F) several European films. (P) music professor, Smith College.

KURTZMAN, LUCY E. Actress, WXYZ, Detroit. (R) since 1931; various local shows. (L) Detroit Civic Theatre. (P) newspaper work.

KUSHING, KIRBY. Sports commentator, KYW, Philadelphia. (R) since 1935; local shows. (P) newspapers.

KYLE, WINTON H. Sports announcer, pianist, writer, KFYO, Lubbock. (R) since 1931; local shows on this station and KTHS, Hot Springs; KARK, Little Rock; KFPW, Fort Smith; KUOA, Fayetteville; WIL, St. Louis. (L) The Hollywood Revue, 1932; stock. (P) professional football.

KYLER, HESTER KEELE. Program director, pianist, singer, accordionist, WCMI, Ashland. (R) local shows on this station and WSM, Nashville; WIBM, Jackson; WOOD, Grand Rapids; WBBZ, Ponca City, including Sears-Roebuck, American Rolling Mill, Ashland Refining programs. (V). (P) stenographer.

KYSER, KAY. Network orchestra leader. (R) Elgin Watch Program, 1936; Willys Automobile Company, 1937.

KYTE, BENNY. Musical director, Michigan Network. (R) since 1930; various shows, including Musical Bakers (Purity Bakeries), 1931-32; Household Finance Co. program, 1931; Ford Motor program, 1933; Sinclair Minstrels, 1933; Big Broadcast (R. G. Dun Cigar Co.), 1936. (F) commercials.

L

LA BELLE, RUPERT. Network actor. (R) Story of Mary Marlin (Proctor & Gamble), NBC; Young Hickory (Proctor & Gamble), NBC; Today's Children (Pillsbury Flour Co.), NBC; local shows. (L) stock; Nightstick, 1929; Peacock, 1932. (V) The Lash, 1928.

LA CURTO, JAMES. Network free lance dramatic actor. (R) The Shadow (Street & Smith Magazines), NBC, 1935; Twenty Thousand Years in Sing Sing (Sloane's Liniment); True Story Hour (Macfadden Publications), 1937; Junior G Men (Fischer Baking Co.), 1937. (L) A Slight Case of Murder, 1935; Tomorrow's a Holiday, 1935.

LA RUE, EDDIE. Musician, actor, M. C., Mid-West Recordings (transcriptions). (R) since 1930; programs include Sing, Neighbor, Sing (Purina Mills), 1936-37. (L) stock, 1929-33. (V) Montgomery Duo, 1927-28; Rollins & La Rue, 1929; Three Deuces Wild, 1929. Recordings for Gennett, Brunswick, Vocalion, 1936.

LA VALLE, GENE. Producer, dialectician, actor, WHK-WJAY, Cleveland. (R) various local shows, including Your Neighbors (I. J. Fox), 1936. (L) stock, 1926-32. (V) 1924-26.

LA VERNE LAGE. Singer, WHBF, Rock Island. (R) local shows, including Voss Co-Eds (Voss Washing Machine), 1935.

LAZIER, FREDA. Singer, KDKA, Pittsburgh. (R) various shows, including Woodbury Hour (with Paul Whiteman), 1936; local shows. (V) appeared with Dick Powell, 1931; night club and hotel engagements with Ted Lewis, 1936.

LABBITT, MYRTLE. Script writer, home economist, CKLW, Detroit. (R) since 1926; local shows. (P) newspaper work. Specializes in writing and producing Swedish dialect sketches.

LABRIOLA, TONY. ("Oswald"). Network (CBS) comedian, accordionist. (R) Laugh With Ken Murray (Lifebuoy-Rinso), 1936; (Campbell Soups), 1937; guest appearances on Rudy Vallee program, 1933. (F) shorts (Warner Bros.), 1933; That Man's Here Again; The Wife of the Party. (L) Earl Carroll's Sketch Book of 1934, 1935. (V) 1924-33. (P) building contractor.

LACKAYE, DICK. Dramatic director, KOL, Seattle. (R) since 1933; various local shows on this station and KOMO, Seattle. (L) stock and repertoire shows, 20 years.

LACY, JAMES. Commentator (Tuning In With Our Children), KFI-KECA, Los Angeles. (R) since 1933; local shows on this station and KNX, Los Angeles. (P) public school principal.

LAHR, BERT. Network comedian. (R) programs for Lucky Strike and Fleischmann Yeast. (F) Flying High; Faint Heart. (L) Hold Everything; Flying High; Hotcha; Delmar's Revels; Varieties; The Show Is On. (V) Bert Lahr and Mercedes.

LAING, JOHN N. Announcer, WHN, New York. (R) various NBC programs, 1934-36; local shows.

LALONDE, JEAN. Announcer, singer, CKAC, Montreal, Que. (R) since 1934; local shows, including Morning Serenad-

ers (Mac Donald Medicine Co.) (P) publicity.

LAKE, DONALD E. Accordionist, singer, WROK, Rockford. (R) since 1935; various local commercial and sustaining shows. (P) Greenhouse work.

LAMARR, BARBARA. Singer, WOR, New York. (R) since 1936; sustaining shows.

LAMB, RUSSELL. Announcer, singer, WBAP, Ft. Worth. (R) since 1936; local shows, including The Morton Salt Boys (Morton Salt Co.); Cosden Higher Octane programs (Cosden Oil Co.).

LAMBERT, SCRAPPY. Network singer. (R) Wonder Show (Continental Baking Co.); others.

LAMBERTS, LEO E. Trumpet player, WFAA, Dallas. (R) since 1932; local shows, including Ford, 1932; Dodge-De-Soto programs, 1937. (V).

LAMBERTZ, KARL. Musical director, WFAA, Dallas. (R) since 1934; various local shows, including Gladiola Gloom Chasers (Fant Milling Co.), 1933-35. From 1913 to 1933, directed orchestras and vaudeville and picture houses.

LAMM, FREDDIE. Singer, guitarist, KRNT, Des Moines. (R) since 1935; local shows. (V) personal appearance, 1936. (P) student.

LAMM, EMERY. Singer, guitarist, Iowa Broadcasting Co. (R) since 1933; various local shows, including Sendall Boy (Sendall Drug Co.), 1933. (P) farming.

LAMOUR, DOROTHY. (R) Chase & Sanborn. (F).

LA MOY, OLIVE. Network comedienne. (R) Popeye, the Sailor; Life Saver Rendezvous. (L) dramatic stock, four years.

LAMPELL, WALTER. Director of German programs, WGES, Chicago. (R) since 1930; various local shows on this station and WFBM, Indianapolis; WCBD, Chicago.

LANDERMAN, A. L. Pianist, organist, WPAY, Portsmouth. (R) local show. (P) theatre organist.

LANDON, SIDNEY ("SI"). Cowboy entertainer, KTRB, Modesto. (R) local show.

LANDT TRIO. Network singers. (R) Pick & Pat (U. S. Tobacco Co.); Beneath the Surface (Hudson Coal Co.); others.

LANE, CHARLES D. Announcer, CKLW, Detroit.

LANE, DORIS. Singer, KCMO, Kansas City. (R) local shows on this station and KMBC, WHB, Kansas City; KFH, Wichita; KFBI, Milford.

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SPORTS WRITER

LANE, EDDIE. Orchestra leader. (R) various network broadcasts from New York hotels.

LANE, ELEANOR. Singer, WBZ-WBZA, Boston. (R) since 1934; various local shows on this station and WTIC, Hartford. (V).

LANE, GENE. Script writer, actor, WHAM, Rochester. (R) since 1928; local shows on this station and WBBM, WLS, Chicago, including Hank & Herb (Stromberg Carlson Radios); and programs for Swift, Sears Roebuck, Great Northern Railroad, Blue Coal, Standard Oil, Snider Packing Co. (L) stock, minstrels. (V) Lane & Adell, 1908-13. (P) office boy.

LANE, JANET. Fashion commentator, KYW, Philadelphia. (R) since 1933; local shows. (P) newspaper reporter.

LANE, MURIEL (LAUBSCHER). Popular singer, WICC, Bridgeport. (R) since 1934; local shows.

LANE, PRISCILLA. Network singer. (R) Fred Waring Programs (Old Gold, Ford). (F) Varsity Show (Warner Bros.). (V) on tour with Fred Waring's Pennsylvanians.

LANE, ROSEMARY. Network singer, actress. (R) Fred Waring Programs (Old Gold, Ford Motors). (F) Varsity Show (Warner Bros.). (V) on tour with Fred Waring's Pennsylvanians.

LANG, CHARLES W. Announcer, singer, KLZ, Denver. (R) since 1929; local shows on this station and KWK, WIL, St. Louis; WFBC, Greenville; KFEL, Denver. (L) 1924-28. (V) single, double act, vocal trio, 1919-29. (P) electrical engineer.

LANG, HARRY. Network actor. (R) Famous Jury Trials (Mennen Co.).

LANG, WILLIAM. Actor, announcer, news commentator, KYW, Philadelphia. (R) since 1935; local shows on this station and WCAU, WIP, WFIL, Philadelphia, including Sporting Extra (Scheidt Beer), 1936; Sally at the Switchboard (Sears-Roebuck), 1936. (L) commercial stage shows, 1935-36. (V) 1935-36. (P) teacher.

LANGFORD, FRANCES. Network singer. (R) Colgate Hour, 1933; Spartan Radio Hour, 1933; Plough's Aspirin Program, 1934; Hollywood Hotel, 1935. (F) Broadway Melody of 1936 (MGM), 1936; Every Night at Eight (Paramount), 1936; Collegiate (Paramount), 1935; Palm Springs, 1936; Born to Dance, 1936; Hit Parade, 1937.

LANGUTTE, GEORGE L. Actor, WHN, New York. (R) local shows on this station and WMCA, New York. (F) Joe Palooka short (Warner Bros.), 1936; Jack Denny short (Warner Bros.), 1937. (L) stock, 1935-36. (P) real estate.

LANSFORD, SON. Violinist, bass violinist, KGNC, Amarillo. (R) since 1934; local shows, including Crazy Water Crystals program, 1934. (V) Bob Wills & His Texas Playboys, 1933-36. (P) tailor.

LA PRADE, MALCOLM. Network writer, narrator. (R) Cook's Travelogue with Malcolm LaPrade (Thomas Cook & Son —Wagon-Lits).

LARA, RICARDO C. Singer, KTUL, Tulsa. (R) since 1931; various shows, including Courteous Colonels (Barnsdall Refining Co.), CBS. (L) operas, operettas, concerts here and abroad.

LARSON, DON E. Musician, pianist, WOWO, Omaha, Neb. (R) since 1936; various local shows. Has been a member of dance orchestra since 1926.

LASNER, ADELAIDE. Actor, announcer, producer, KDKA, Pittsburgh. (R) since 1931; various shows, including programs for Acme White Lead, 1936; Pittsburgh Plate Glass, 1936. (L) Wind and the Rain, 1936.

LASTRAPES, WILLIAM R., JR. Continuity writer, announcer, WSMB, New Orleans. (R) since 1936; local shows. (P) secretary.

LATEAU, HERBERT. Announcer, actor, KOMA, Oklahoma City. (R) various local shows on this station and WKT, Oklahoma City, including Colonel Courtesy (Barnsdall Refinery Co.). (L) stock. (P) college professor.

LATTING, ROBERT. Announcer, producer, WKZO, Kalamazoo. (R) since 1934; various shows, including Street & Smith Magazines Program; March of Time (Time Magazine), 1935.

LAUCK, CHESTER. Network actor. (R) Lum, of Lum 'n' Abner (Horlick's Malted Milk).

LAUFKETTER, FRED C., JR. Musician, KMOX, St. Louis. (R) since 1931; various shows, including programs for Barnsdall Oil, 1932; Chevrolet, 1932; Standard Oil, 1932-33; Pittsburgh Plate Glass, 1934; Listerine, 1936.

LAUGHLIN, LUCY. Network singer. (R) Hammerstein Music Hall (Kolynos Tooth Paste); others.

LAUGHTON, CHARLOTTE. Harpist, KTUL, Tulsa. (R) since 1928; local shows, including Skelley Oil Program.

LAURIE, BILL. Announcer, KONO, San Antonio. (R) since 1929; local shows on this station and KGFI, Corpus Christi. (P) advertising and theatre manager.

LAUX, FRANCE. Announcer, sports commentator, KMOX, St. Louis. (R) since 1929; various shows, including sportcasts for Ford Motor Co., Goodrich Tires, Socony-Vacuum, Kellogg Co., Penn Tobacco. (F) shorts (Paramount), 1930-31. (P) high school athletic coach.

LAW, GLEN BOOKER. Announcer, news commentator, WBOW, Terre Haute. (R) since 1935; various local shows on this station and WCAZ, Carthage. (L) Schaffner Players, 1936. (P) salesman.

LAWES, WARDEN LEWIS E. (R) 20,000 Years in Sing Sing (Sloan's Liniment).

LAWNHURST, VEE. Network entertainers. (R) Vee Lawnhurst & The Charioteers (Wildroot & Co.).

LAWRENCE, EARL. Singer, WNAC, Boston. (R) since 1935; guest artist for Soapine, 1935; Ce-Lect Bread, 1937. (L) Scottish Musical Players, 1934-35. (V) night club appearances, 1936-37. (P) shoe salesman.

LAWRENCE, GERTRUDE. Actress. (R) guest appearances on Showboat and Schaefer Saturday Night Party. (F) Rembrandt; Men Are Not Gods; others. (L) Tonight at 8:30; Private Lives; Candlelight; others here and abroad.

LAWRENCE, MORTON. Announcer, actor, singer, harmonica player, KYW, Philadelphia. (R) since 1935; local shows, including Sally at the Switchboard (Sears-Roebuck), 1936-37; Sacred Flame (Keebler Biscuit Co.), 1936-37. (L) stock, 1934. (V) personal appearances. (P) salesman.

LAWRENCE, WILLIAM L. Producer, announcer, KNX, Los Angeles. (R) since 1930; various shows, including Jack Oakie's College (Camels), 1937; Grace Moore Program (Nash), 1937; various local shows. (L) Take the Witness, 1937.

LAWTON, GLADYS. Actress, WMEX, Boston. (R) local sustaining shows.

LEAF, ANN. Network organist. (R) Barry Wood (P & G for Drene); others.

LE BLANC, JEANETTE. Script writer, reader, singer, WNBH, New Bedford. (R) local Franco-American Hour.

LE BOUSQUET, RUSSELL. Piano-accordionist, WICC, Bridgeport. (R) since 1935; local shows. Entertainer, Furness Bermuda Line, 1935-37.

LE MAIRE, CHARLES. Network master of ceremonies, style expert. (R) LaSalle Style Show (Cadillac Motors).

LE MOY, ROY. Network juvenile actor. (R) Socony Land Sketches (Socony-Vac-

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uum), 1933-34; Junior G Men Sketches, 1936-37; Let's Visit (sustaining). (F) Big Broadcast of 1936; shorts (Vitaphone, Fox, Paramount). (L) The Up and Up, with Pat O'Brien. (V).

LE PERE, PAUL H. Singer, WMFG, Hibbing. (R) local shows.

LE PIQUE, JEFF. Musician, KMOX, St. Louis. (R) since 1930; local shows on this station and KWK, WIL, St. Louis, including Listerine and Phillips Petroleum programs. (P) railroad clerk.

LE ROY, DON. Singer, pianist, WARD, New York. (R) local sustaining shows. (V) night club appearances.

LEE, BARBARA. Actress, KPO-KGO, San Francisco. (R) since 1924; various shows, including Helen Chase (Camay Soap); Death Valley Days (Pacific Coast Borax); Little Orphan Annie (Ovaltine). (F) Jackie Get Your Hair Cut, 1926-27. (L) stock. (V). (P) college.

LEE, BARBARA. Network actress. (R) March of Time (Time Magazine, Remington Rand), 1934-35; True Romances (Venida), 1936. (F) March of Time, 1935. (L) Whatever Possessed Her?, 1933; summer stock.

LEE, BASIL E. Narrator (Know Your America). KFI-KECA, Los Angeles. (L) Little Theatre productions. (P) newspaper work.

LEE, EARL. Actor, comedian, KPO-KGO, San Francisco. (R) since 1932; various shows, including Wheatenville (Wheatena), 1932; Dealth Valley Days (Pacific Coast Borax), 1934; Winning the West (Occidental Life Insurance), 1934-37; Sperry Special (Sperry Flour), 1934; Dr. Kate (Best Foods), 1937; Hawthorne House (Wesson Oil), 1937. (F) various shows for MGM, Universal Paramount, others. (L) with Charles Frohman as child actor; stock. (V).

LEE, EVELYN. Singer, WATL, Atlanta. (R) since 1935; local shows. (P) secretary.

LEE, FRANK. Dramatic critic, commentator, WFIL, Philadelphia. (R) since 1934; various local shows. Also asst. dramatic critic, Public Ledger; feature writer, Public Ledger Syndicate.

LEE, HORACE. Actor, KOA, Denver. (R) since 1928; local shows, including Light on the West (Public Service Co.), 1935-37. (F) commercials.

LEE, LILA. Actress, WFI-KECA, Los Angeles. (R) local shows. (F) pictures for First National, Paramount, RKO. (L) Lady Jane; others. (V) Gus Edward's Song Revue.

LEE, LINDA. Script writer, actress, WGRC, New Albany. (L) Louisville Civic Theatre, Little Theatre. (P) fur business.

LEE, PINK. Network entertainer. (R) Iodent Dress Rehearsal (Iodent Chemical Co.).

LEE, ROBERT CLINTON. Actor, singer, WGRC, New Albany. (F) Saturday Night, 1926 (child actor). (V) 1936-37; minstrel shows, night clubs. (P) electrician.

LEE, ROBERT E. Announcer, script writer, WCOL, Columbus. (R) local shows on this station and WOSU, Columbus, including Wheels (Timken Roller Bearing Co.). (P) student. Has also written several sustaining network programs.

LEE, SAM (Shaw & Lee). Network actor, comedian, singer. (R) Oakie College (Camel Cigarettes), 1937. (F) Beau Brummels (Warner Bros.), 1928; Going Places (Warner Bros.), 1930; Mrs. Wiggs of the Cabbage Patch (Paramount), 1934; Gentlemen of Polish (MGM), 1934; King of Burlesque (20th Century-Fox), 1936. (L) Ed Wynn's Grab Bag, 1924-25; Five O'Clock Girl, 1926-27; George White's Scandals, 1932. (V) Shaw & Lee, 1922-24. (P) drug store.

LEE, SARAH ELIZABETH. Writer, producer, director, announcer, actress, WGRC, New Albany. (R) since 1936; local show. (L) Blackfriars Dramatic Guild; Louisville Civic Theatre. (V) monologist, night club entertainer.

LEE, WILLIAM. Network actor. (R) Jack Armstrong (General Mills), 1935-36; Flying Time (NBC), 1936; Mary Marlin (Kleenex), 1936-37; Ma Perkins (Oxydol), NBC, 1937. (L) stock. (V) Parlor, Bedroom & Bath, 1922-24. (P) student.

LEES, S. RAMSAY. Announcer, producer, CKCL, Toronto, Ont. (R) since 1930; local shows on this station and CHML, Hamilton, Ont.

LEADER, ANTON. Producer, announcer, actor, WMCA, New York. (R) Gang Busters (Palmolive), CBS, 1937; local shows, including Five Star Final (Remington Rand), 1936. Formerly announcer for Yankee Network and director of Radio Theatre Guild.

LEAR, KING. Announcer, WMCA, New York. (R) various shows, including Pabst Blue Ribbon Beer programs, 1936-37.

LEARY, ALBERT. Sports commentator, announcer, CKCL, Toronto, Ont. (R)



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VICTOR RECORDS

MANAGEMENT

MUSIC CORPORATION OF AMERICA

since 1933; local shows. (P) assistant advertising manager, Evening Telegram.

LEAVITT, NORMAN. Concert singer, conductor, WHEB, Portsmouth. (R) since 1925; local shows on this station and WEEI, Boston.

LEFAVOUR, BETH. Actress, WMEX, Boston. (R) since 1935; various sustaining programs.

LEIB, EMMETT J. Singer (Escorts Quartet), WXYZ, Detroit. (R) various shows, including Big Broadcast (R. G. Dun Cigars), 1936; Lone Ranger (Gordon Baking Co.), 1937. (F) commercials. (P) college.

LEIBLEE, BEATRICE. Actress, WXYZ, Detroit. (R) since 1933; local shows, including Lone Ranger (Gordon Baking Co.), 1933-37; Ann Worth, Housewife (Mills Baking Co.), 1935-37. (L) stock; Companionate Marriage; Hired Husbands; others. (P) student.

LEIGH, LEONARD. Musical director, organist, KSTP, St. Paul. (R) various local shows. (F) commercials. (P) organist, Paramount Theatre.

LEIGHTON, BEN. Announcer, WHLB, Virginia. (R) various local shows.

LEINS, BETTE. Pianist, organist, WHBF, Rock Island. (R) local shows.

LELAND, C. Announcer, sports commentator, WBAP, Ft. Worth. (R) since 1931; local shows, including Southwest Conference Football Games (Humble Oil & Refining Co.), 1934-36.

LELLKY, KARL. Musical director, organist, pianist, WWL, New Orleans. (R) since 1931; local shows, including programs for Fairchild Motor Co., 1931-35; Cotton Bros. Baking Co., 1936. (V) Tyroleans, since 1935.

LELLKY, MAUREEN. Violinist, WWL, New Orleans. (R) since 1931; local shows, including programs for Fairchild Motor Co., 1933-35; Cotton Bros. Baking Co., 1936. (V) Tyroleans, since 1935.

LEMENAGEN, EDGAR. Singer, WNBH, New Bedford. (R) local Franco-American Hour, 1935-37.

LEMIEUX, JEANNE J. Lyric soprano, WBRY, Waterbury, Conn. (R) various local shows. (L) Civic Theatre, Fly Away Home, 1936; Accent on Youth, 1937.

LEMKE, IRMA. Announcer, actress, script writer, WGY, Schenectady. (R) since 1932; local shows. (P) program director, Jenkins Television Corp.

LENGFELDER, ARTHUR. Musician KMOX, St. Louis. (R) various shows, including Phillips Petroleum and Listerine programs.

LENHART, MARGARET. Singer, KOL, Seattle. (R) various local shows. (P) Sunfroze Ice Cream Plant.

LENNERT, BETTY JEAN. Singer, yodeler, guitarist, KRNT, Des Moines. (R) since 1935; local shows including Betty Jean and Her B-Square Boys (Barnsdall Refining Corp.), 1935. (V) personal appearances, 1935-6. (P) waitress.

LENNERT, ELIZABETH ANN. Singer, yodeler, guitarist, ukelele player, Iowa Broadcasting Co. (R) various local shows including Betty and Her Be-Square Boys (Barnsdall Refining Co.), 1936. (P) waitress.

LENNOX, BETTY (MRS. LAWRENCE H. PIKE). Home economics, WGY, Schenectady. (R) various local shows including programs for Scott Paper Co., Coleman's Mustard. (P) secretary.

LENNOX, ELIZABETH. Network singer. (R) Palmolive Hour, 1928-31; Lucky Strike Band, 1930-31; guest appearances on Coca Cola program, 1931-32; General Motors Show, 1931-32. (F) Songs My Mother Taught Me (Van Buren Co.), 1929. Appeared several times with New York Philharmonic Orchestra; with New York Orchestra in Carnegie Hall. Brunswick Recordings.

LEONARD, ARCHIE. Actor, WHO, Des Moines. (R) since 1936; local shows, including Guardians of the Highway (Chevrolet Co.), 1936. (L) 1936. (P) college.

LEONARD, JACK. Guistarist, KOIN, Portland. (R) since 1932; local shows. (P) dance orchestra.

LEONARDI, LEON. Musical director, composer, concert pianist, KFWB, Los Angeles. (R) since 1931; Chase & Sanborn Coffee Hour, 1931-32; 1936-37; also various local shows. (F) picture scores for Warner Bros. and First National, 1929-31. (L) Musical productions on Broadway and on tour, 1924-29. From 1931 to 1932, was associate musical director, Radio City Music Hall.

LERNER, W. ZOLLEY. Director (Little Theatre of the Air), KCMO, Kansas City. (R) local shows on this station and WDAF, KMBC, WHB, KXBY, Kansas City; KFAB, Lincoln. (L) The Outsider, 1929; Romeo and Juliet, 1929; stock, 1929-32. (P) dramatic teacher.

LESCOULIE, JACK. Announcer, KFVD, Los Angeles. (R) since 1936; various local shows. (F) Lottery Lover (20th Century), 1934. (L) Tapestry in Gray; Achilles Had a Heel. (V) 1928-29.

LESLIE, ANN (MARY ANN LE MAY). Women's programs, actress, WISN, Milwaukee. (R) various local shows.

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New York

LEVINE, LEON. Program manager, America's Town Meeting of the Air, presented by League for Political Education (NBC), 1935 to date; director, Forum on Character Building (NBC sustaining program), 1934-35. (P) news editor, publicity man.

LEVINE, MATTY. Pianist, coach, WMCA, New York. (R) various local shows on this station and WLTH, New York. (V) appearances in Greater New York theatres; Al Jolson's first pianist in New York; also accompanied Irene Bordoni. (P) messenger boy.

LEVY, LOUIS L. Actor, WKRC, Cincinnati. (R) since 1934; shows include Vocal Varieties (Tums), NBC; Famous Jury Trials (Mennen Co.), Mutual; Life of Mary Sothern (Lehn & Fink), Mutual; also various local shows.

LEWIS, ANN. Entertainer, WHO, Des Moines. (R) since 1932; local shows for Willard Tablets, 1932; Standard Oil, 1933; Shell Gasoline, 1936; Mortons Salt, 1936. (L) musical comedy, 1922-27. (V) 1927-31.

LEWIS, BILL. Popular singer, CKLW, Detroit.

LEWIS, ERVIN. Announcer, news editor, KTUL, Tulsa. (R) local shows. (P) newspaper reporter.

LEWIS, FORREST. Network actor. (R) Adventures of Dari Dan (Bowey's Dair-Rich).

LEWIS, FRED. Network actor. (R) Gang Busters (Colgate-Palmolive-Peet).

LEWIS, GERTRUDE. News commentator, WDGY, St. Paul. (R) local shows on this station and KSTP, St. Paul.

LEWIS, JOHN. Announcer, musician, WJTN, Jamestown. (R) since 1929; local shows. Cellist in Stanley Theatre orchestra, Utica, 1932.

LEWIS, JAMES S. Musician, WBZ-WBZA, Boston. (R) since 1930; local shows. (V) Lewis Moonlight Hawaiians, 1930-37.

LEWIS, LETA. Personal shopper, poultry talks, KFNF, Shenandoah. (R) since 1936; various local shows. (P) hatchery business.

LEWIS, MILTON. Writer, WMCA, New York. (R) various shows, including programs for Koppers Koke, Remington Rand, Macfadden Publications. (P) college.

LEWIS, MORT. Network writer. (R) programs for Burns & Allen, 1932; Willie & Eugene Howard, 1932; Olsen & Johnson, 1932; Ben Bernie, 1933; Charles Winninger, 1933; Ken Murray, 1933; Ed Wynn, 1934; Kate Smith, 1934; Gulf Line Program, 1935; Ivory Tent Show, 1935; Molasses & January, 1935; Marx Bros., 1935; Pick & Pat, 1937. (F) educationals. (L) New Faces, 1936. (V) Ben Lyon & Bebe Daniels, 1936-37; Ben Blue, 1934. (P) sales promotion writer for magazine.

LEWIS, TED. Network orchestra leader. (R) since 1930; The Passing Show; Ted Lewis Frolics; Valspar Paint Program, 1930-31. (F) Is Everybody Happy? (Warner Bros.), 1930; Here Comes the Band (MGM), 1935. (L) Greenwich Village Follies, 1919-22; Ted Lewis Frolics, 1923; Le Maire's Affairs, 1926. (V) Ted Lewis and His Rhythm Rhapsody Revue; since 1914. (P) music store.

LEWIS, TOM. Entertainer, WHO, Des Moines. (R) since 1932; local shows, including programs for Willard Tablets, 1932; Standard Oil, 1933; Shell Gas, 1936. (L) 1922-1927. (V) Lewis & Lewis, 1922-27.

LEWIS, WELCOME. Network actor. (R) Doc Pearson's Drug Store (Omega Oil).

LILLIE, BEATRICE. Network comedienne, actress. (R) programs for Borden's Milk and Socony-Vacuum; Broadway Merry-Go-Round (Dr. Lyon's Tooth Powder). (F) Exit Smiling (MGM); others, including shorts. (L) Walk a Little Faster; Too True to Be Good; This Year of Grace (in London); Third Little Show; At Home Abroad; The Show Is On, 1937; others. (V) personal appearances.

LIND, BERNICE. Singer, WROK, Rockford. (R) since 1936; various local shows. (P) student.

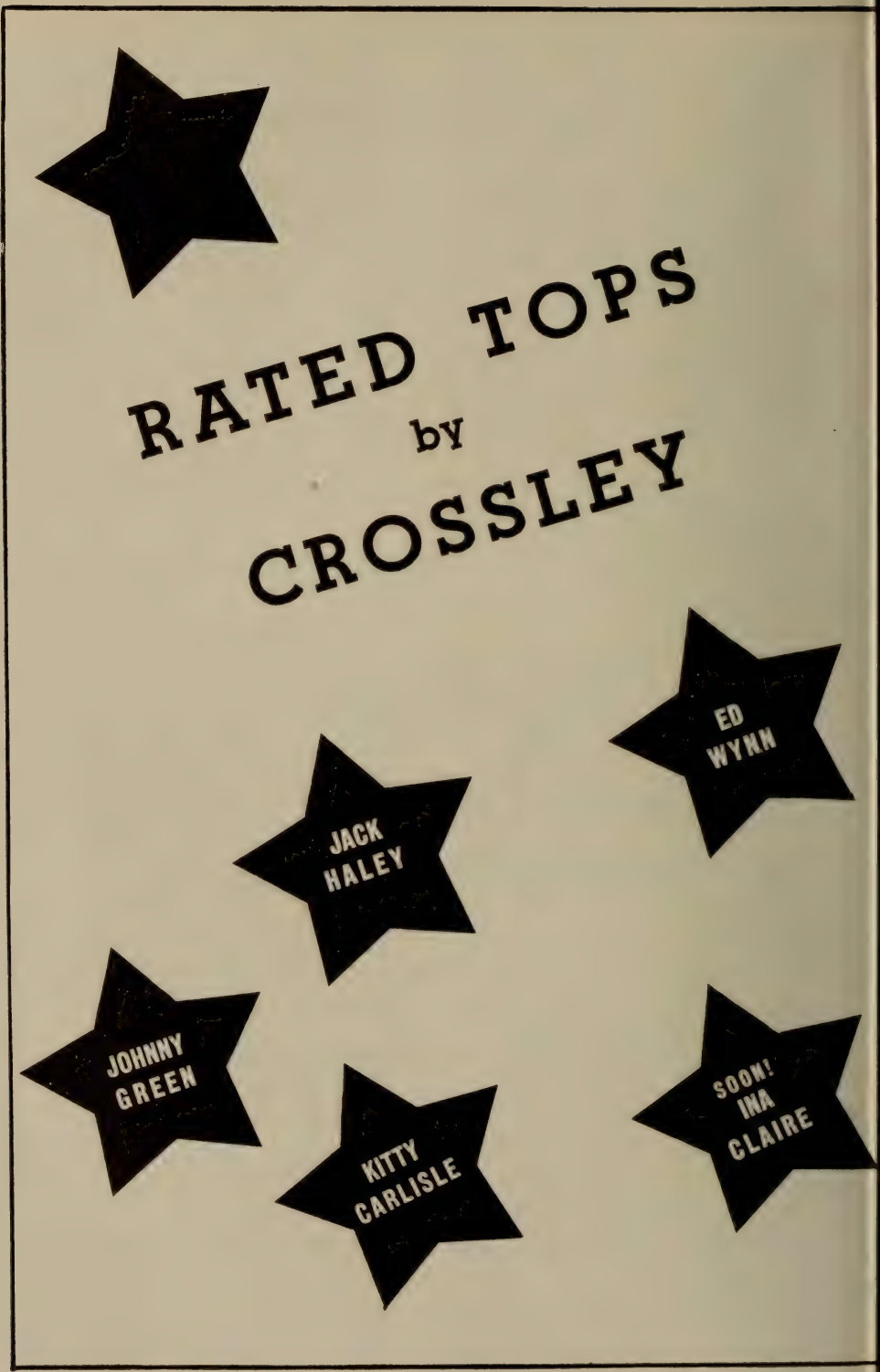
LINDER, L. VON. Announcer, WMT, Cedar Rapids. (R) since 1936; local shows, including Magic Kitchen (Hubbard Milling), 1936; A Word to the Wives (Blue Barrel Soap), 1936. (L) Christopher Bean; The Distaff Side; others. (P) teacher.

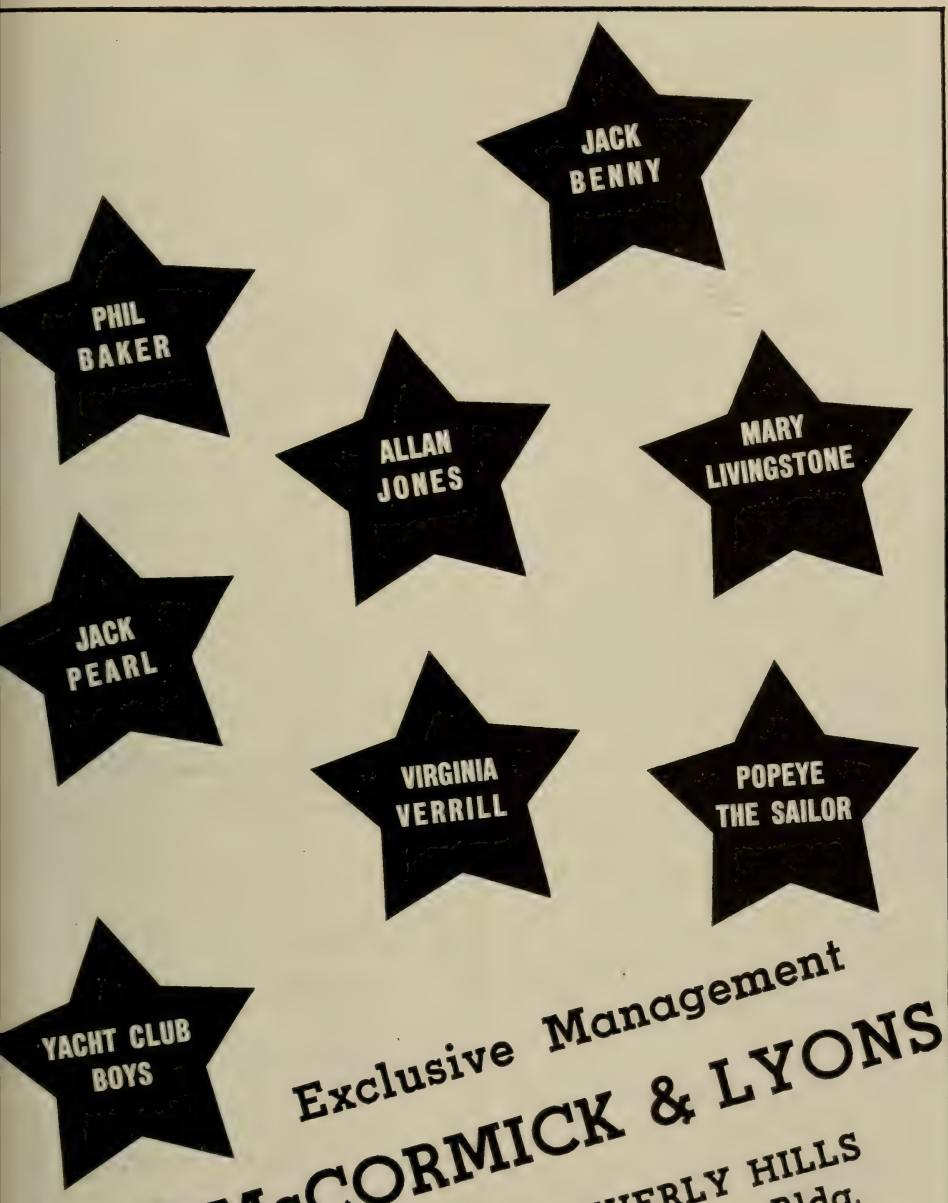
LINDLAHR, VICTOR H. Network talks on health. (R) programs for the Journal of Living (magazine).

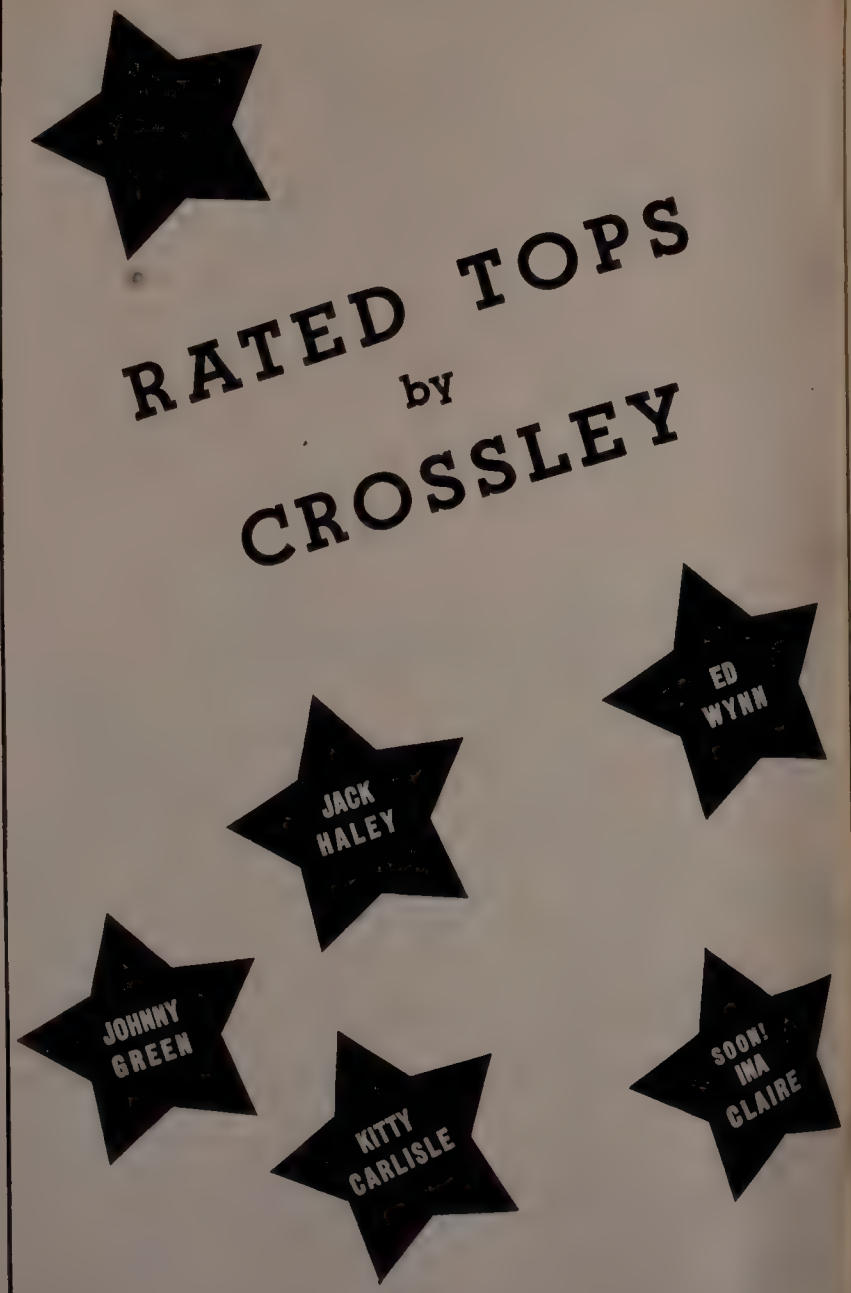
LINDQUIST, LANSING. Program director, actor, singer, commentator, Iowa Broadcasting Co. (R) since 1931; various shows, including programs for Armand Co., Mid-Continent Petroleum. (P) insurance business.

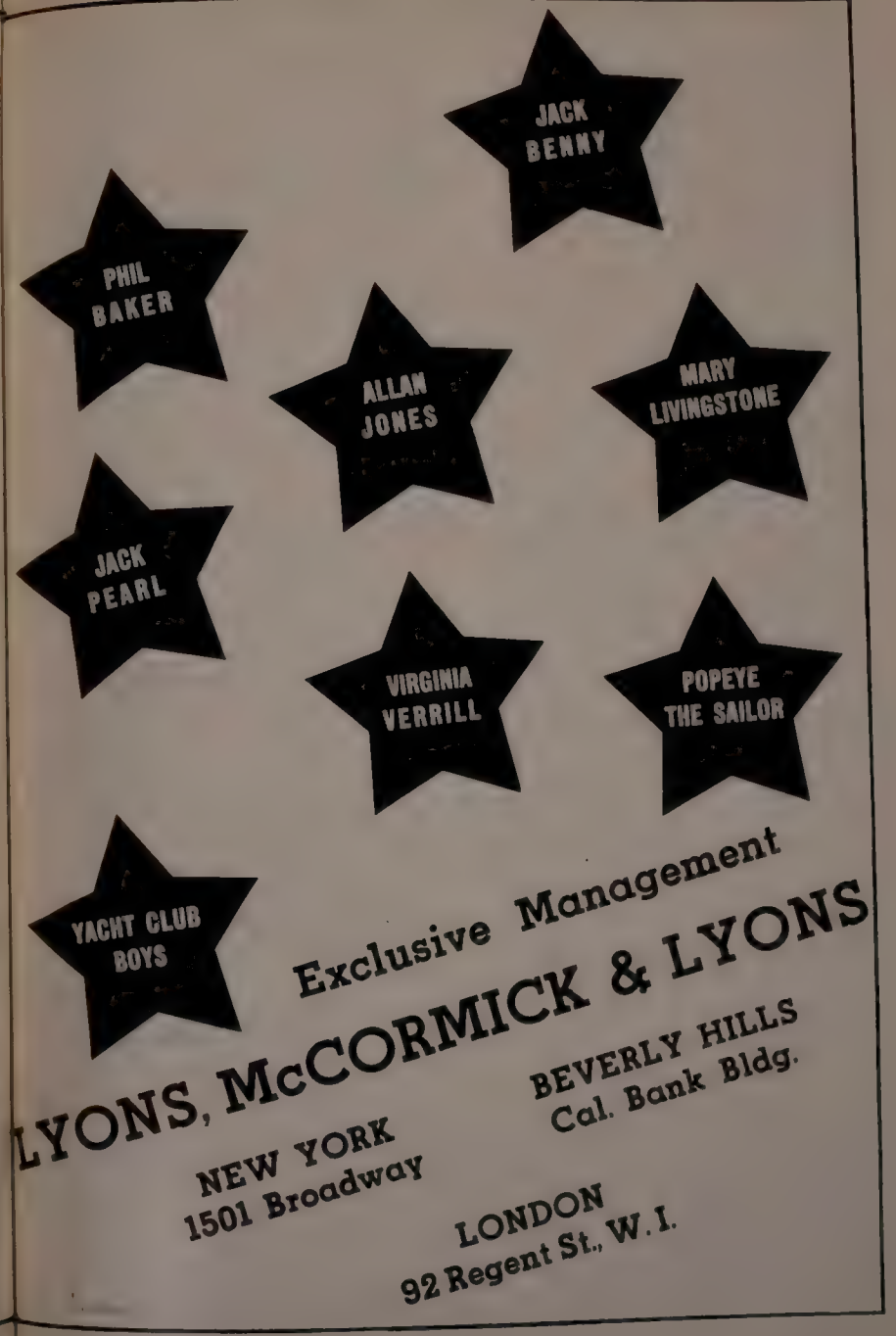
LINDSAY, ALBERT. Announcer, actor, CFLC, Prescott, Ont. (R) local shows.

LINDSAY, ART. Announcer, producer, KXRO, Aberdeen. (R) since 1925; local shows on this station and KFOA-KOMO, Seattle; KFI, KHJ, Los Angeles; KGW,


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Cal. Bank Bldg.
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92 Regent St., W.I.

Portland; KMTR, KFWB, Los Angeles, including Voice of Firestone (Firestone Tires); El Sidelo Minstrels (Consolidated Cigar); Caswell Concert (Caswell Coffee); Kodak Week-End (Eastman Kodak); Old Timer (Pioneer Brewing Co.).

LINDSKOG, RUSSELL B. Actor, KFAB, Lincoln. (R) since 1931; local shows on this station and KFOR, Lincoln. (V) Midwest Producers, 1934-35. (P) architect.

LINEHAN, EDMUND. Producer, actor, Iowa Broadcasting Co. (R) various local shows.

LINK, LOUIS J. Announcer, producer, WSUN, St. Petersburgh. (R) various local shows, including Frigidaire Program.

LINQUIST, LANSING. Singer, actor, commentator, KSO, Des Moines. (R) since 1934; local shows on this station and WHO, Des Moines, including Armand Co. programs. (P) insurance.

LITA, LORRAINE. Singer, WSBT-WFAM, South Bend. (P) music student. Appearances at various night clubs in South Bend and Chicago.

LITTLE BILL PHILLIPS. Sports, news commentator, WBRE, Wilkes-Barre. (R) since 1930; local shows, including baseball games (Atlantic White Flash); prize fights (Gold Medal Beer), 1933.

LITTLE, CHARLES. Concert violinist. WBZ, Boston. (R) since 1935; local shows. (V) Lorelle, The Blind Violinist, 1915-24.

LITTLE, GERALD H. Announcer, writer, producer, WJRD, Tuscaloosa. (R) since 1936; local shows. (P) college teacher.

LITTLE, JACK. Announcer, singer, KGW-KEX, Portland. (R) since 1930; local shows. (V) 18 Feet of Harmony—Little, Anderson and Hull, 1929-33. (P) student.

LITTLE JACK SMITH. Singer, orchestra leader, WBRE, Wilkes-Barre. (R) various local shows on this station and WGBI, Scranton; WBAX, Wilkes-Barre; WAZL, Hazelton. (P) sales promotion.

LITTLE, LEE. Network announcer. (R) Cook's Travelogue with Malcolm LaPrade (Thomas Cook & Son—Wagon-Lits).

LITTLE, PEGGY. Actress, KYW, Philadelphia. (R) various local shows, including Sally at the Switchboard (Sears Roebuck), 1936-37. (P) dramatic student.

LITTLE, TRUDY. Singer, CKLW, Detroit. (R) since 1933; local shows. (V) girls' quartet, 1934-35.

EDWARD MacHUGH

"Your Gospel Singer"

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Coast to Coast
FOR
Ivory Soap—Ivory Flakes

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New York - Chicago - Hollywood
San Francisco

LARRY MARSH AND HIS ORCHESTRA

Ford Dealers' Tuesday Night Program

Columbia Network

LIVINGSTONE, MARY. Network comedienne, actress. (R) with Jack Benny, Chevrolet program; Jello program, since 1934. (F) This Way, Please (Paramount), 1937. (V).

LIVINGSTONE, CHARLES. Assistant dramatic director, Michigan Network. (R) various local shows, including Lone Ranger (Gordon Baking Co.), 1933-37. (F) commercials, 1933-37. (L) stock, 1928-29; If I Were You, 1931. (P) college.

LLOYD, JOHN S. Announcer, actor, writer, WTHT, Hartford. (R) since 1935; local shows, including Honor the Law (Rackliffe Oil Co.), 1935-36; baseball games (Cremo Brewing Co.), 1935. (L) The Drunkard, 1935; Barbara Fritchie, 1936; others. (P) musician.

LLOYD, SHIRLEY. Network singer. (R) Bakers' Broadcast (Fleischmann Yeast for Bread).

LOCHNER, D. CLETE. Dramatic director, assistant program director, West Virginia Network. (R) various local shows. (L) stock. (P) accounting.

LOCKART, ZELLA. Pianist, KUJ, Walla Walla. (R) since 1936; local shows. Formerly orchestra leader.

LOCKHARDT, ERVIN. Musician, WWL, New Orleans. (R) local shows, including Stanback Co. and Willard Tablets programs. (V).

LOCKSLEY, ROY. Program and musical director, CFRB, Toronto, Ont. (R) various shows, including programs for Wrigley's Chewing Gum, Alka-Seltzer, Phillips Milk of Magnesia. (L) stock. (V) Wolverine's Band Act.

LOEB, THOMAS O. Announcer, WDNC, Durham. (R) various shows on this station and Mutual Network; WFIL, Philadelphia. (L) Stock. Three Cornered Moon, Paths of Glory, others.

LOEFERS, ROBERT C. Actor, WMT, Cedar Rapids. (R) since 1937; local shows. (L) stock, 1926-37. (V) single act, 1909-10. (P) contractor.

LOFFLER, GENE P. Production manager, announcer, KTUL, Tulsa. (R) since 1930; local shows on this station and WHO, Des Moines, including Morton Salt program. (V) Iowa Barn Dance Frolic, 1933-35.

LOFFREDO, JOSEPH. Announcer, script writer, WOV, New York. (R) since 1935; local shows. (P) columnist. Author of three plays produced in 1935-36.

LOGAN, GEORGE E. Cowboy and hillbilly singer, KVI, Tacoma. (R) since 1934; local shows on this station and WEBQ, Harrisburg; WMBD, Peoria. Recordings, Champion Record Co.

LOGAN, HORACE. News commentator, KWKH-KTBS, Shreveport. (R) various local shows, including Odd Quirks in the News (Nu-Enamel), 1936-37.

LOGAN, WALTER. Musical director, WTAM, Cleveland. (R) since 1923; various local shows. Conducted Cleveland Symphony Orchestra at Great Lakes Exposition, 1936; formerly violinist with St. Paul Symphony; musical director for theatres and road productions.

LOHNES, JIMMIE. Pianist, WELL, Battle Creek. (R) local sustaining shows.

LOMAX, H. STANLEY. Sports announcer, WOR, New York. (R) local shows. including Fiegenspan P.O.N., Noxzema, Remington-Rand, Atlantic Refineries programs. (P) sports writer.

LOMBARDI, LUIGI. Symphony orchestra conductor, WMFG, Hibbing. (R) various local shows.

LOMBARDO, GUY. Network orchestra leader. (R) since 1933; programs for General Baking Company, Bond Bakers, Esso Gasoline, St. Joseph Asperin, White Owl Cigars. (F) Many Happy Returns (Paramount). (V).

LOMBARDO, VICTOR. Network musician. (R) Robert Burns Program, CBS; W. J. B. Program, NBC; Bab-O Program, CBS. (F) Many Happy Returns (Paramount). (V) toured with Alex Hyde and Guy Lombardo.

LONDON, ADELE. Pianist, KYW, Philadelphia. (R) various shows including programs for Kopper's Koke, Equitable Insurance Co. (V) Carlile & London.

LONG, DEANE S. Announcer, continuity writer, WFMD, Frederick. (R) since 1932; various shows on this station and WTBO, Cumberland.

LONG, HARRY. Writer, announcer, KOL, Seattle. (R) since 1922; various local shows on this station and WHB, Kansas City. (L) Kansas City Grand Opera Co., 1916-20.

LONG, LUCILLE. Network entertainer. (R) National Barn Dance (Alka-Seltzer).

LONDON, PEG. Orchestra leader, violinist, m.c., KONO, San Antonio. (R) local sustaining shows. (V) Clinton & Rooney, 1925; original Kentucky Kernels.

LONGSTREET, ROBERT L. Announcer, WFMD, Frederick. (R) since 1927; various CBS shows; also local shows on this station and WCAP, Asbury Park; WMCA,

New York; WXYZ, Detroit, including programs for My-T-Fine Desserts, Pertussin Cough Syrup. (P) office manager.

LONGWELL, ROBERT. Announcer, actor, writer, WJBK, Detroit. (R) since 1929; local shows including programs for Chevrolet, Wonder Bread, Pet Milk, Ford Motor Co., Walgreen Drugs. (F) commercials. (L) Daddy Long Legs, 1928; others. (P) college.

LOPEZ, JOSEPH. Singer, WICC, Bridgeport. (R) since 1933; local shows.

LOPEZ, VINCENT. Network orchestra leader. (R) Lucky Strike Show, 1932-33; Real Silk Hosiery Program, 1934-35; The Nash Speed Show, 1936-37. (F) shorts (Warner Bros.), 1933. (V).

LORD, EDWARD J. Producer, announcer, musician, WEEI, Boston. (R) various local shows. (V) musical director and route man for Grace Hayes; 1932.

LORD, PHILLIPS H. (SETH PARKER). Network actor, producer, writer. (R) since 1929; Sunday Evening at Seth Parker's; Uncle Abe & David (Goodrich Rubber); Stebbins Boys (Swift); Country Doctor (Listerine); Cruise of Schooner, Seth Parker (Frigidaire); G. Men (Chevrolet); Thrill Series (Philip Morris); Phil Lord Calls on You (Irradiated Milk); Gangbusters (Colgate-Palmolive-Peet); We, the People (General Foods). (F) Way Back Home (RKO), 1929. (V) 1931-32. (P) high school principal.

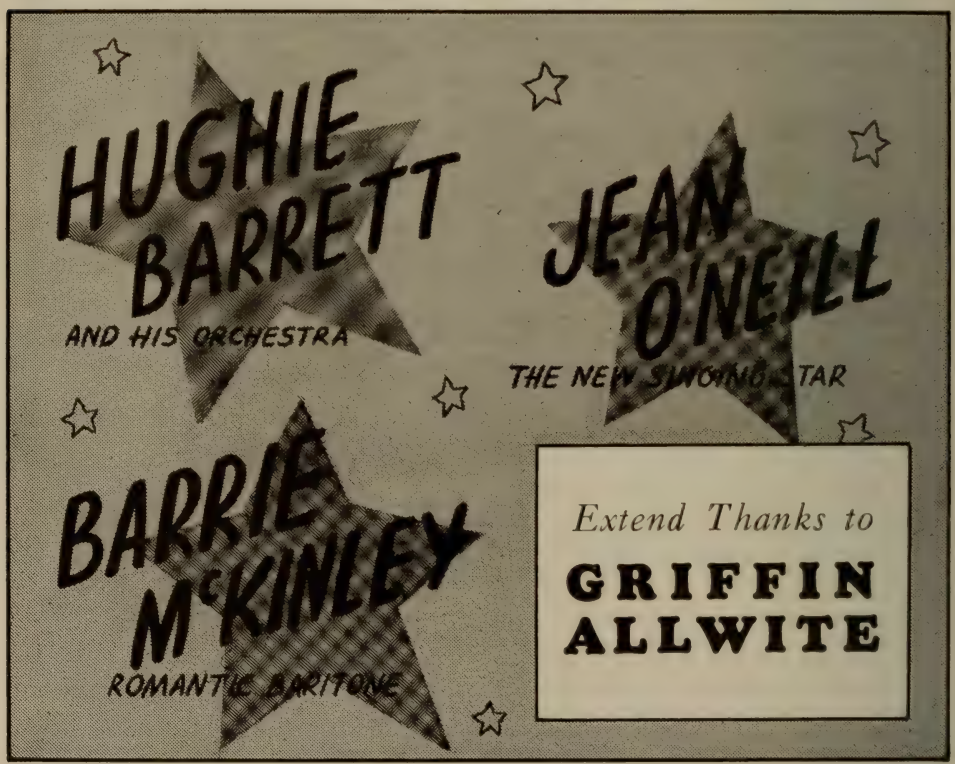
LOTSFREICH, C. B. Pianist, WHBF, Rock Island.

LOUG, LOUIS. Guitarist, WWL, New Orleans. (R) local shows, including Willard Tablet program; Audrey Charles and her Stanback Boys (Stanback Co.), night club appearances.

LOUNSBERRY, ANNABEL. Singer, WHO, Des Moines. (R) local shows, including Presenting Virginia Dare (Virginia Dare Extract Co.). (P) student.

LOVEDAY, CARROLL. Musician, continuity writer, KYW, Philadelphia. (R) since 1933; various shows. (V) appeared with Eddie Dowling.

LOW, HELEN. Singer, KIRO, Seattle. (R) since 1932; various NBC programs;



also local shows on this station and KPO. San Francisco, KOMO, Seattle, including Shell Ship of Joy, 1927-32. (L) prima donna, Shubert's Topics of 1923; Artists and Models. (V).

LOWELL, DOROTHY. Network dramatic actress. (R) Forty-five Minutes in Hollywood (Borden), 1934; I. J. Fox Fur Trappers (I. J. Fox), 1935; Heinz Magazine of the Air, 1937; Your Unseen Friend (Personal Finance); Feenamint Program. (F) shorts (Warner Bros., Paramount). (L) Dreams Farewell, 1934-35.

LOWITZ, WILLIAM W. Pianist, WMCA, New York. (R) since 1926; various shows on this station and WOR, New York. (F) title role in Liszt (Warner Bros.).

LOWREY, MEADOR. News commentator, WHAS, Louisville. (R) since 1935; local shows including High Cards in Derby Deck (Brown & Williamson Tobacco Co.), 1937.

LOWRY, JUDITH. Network actress. (R) The Story of Mary Marlin (Kleenex; P & G for Ivory Soap).

LUCAS, CLYDE. Network singer. (R) Life Savers (NBC), 1935. (F) short (Paramount). (V).

LUCAS, NICK. Network singer, musician. (R) Ford Dealers program. (F) Gold Diggers of Broadway; Show of Shows. (L) Sweetheart Time; Show Girl. (V) personal appearances.

LUCAS, PAUL E. Producer, actor, WTIC, Hartford. (R) since 1926; local shows, including Seth Parker's Singing School, 1928. (P) newspaper work.

LUCIK, CHARLES. Conductor, WGRC, New Albany. (P) student. Played with several orchestras.

LUDDY, BARBARA. Network singer. (R) First Nighter (Campana Sales), NBC.

LUKENS, STELLA. Organist, pianist, WMBH, Joplin, (R) since 1933; local shows.

LUKINS, HARRY. Announcer, WAVE, Louisville. (R) since 1936; various local shows, including Man on the Street (Minit Rub). 1936.

LULU BELLE. Network singer. (R) National Barn Dance (Alka-Seltzer).

LUM 'N' ABNER. Network actors. (R) Lum (Chester Lauck) 'n' Abner (Norris Goff) for Horlick's Malted Milk.

LUNCEFORD, JIMMIE. Orchestra leader. (R) various network broadcasts. (F) Rhythm Comes to Life (Warner Bros.), 1936. (V).

LUND, VICTOR. Announcer, continuity writer, producer, WIS, Columbia. (R) since 1932; local shows on this station and WGR, Buffalo. (P) insurance agent.

LUNDGREN, ESTHER. Singer, WHBF, Rock Island. (R) local show, Voss Co-Eds (Voss Washing Machine Co.), 1935. (P) clerk, typist.

LUNN, HERBERT W. Producer, WNAC, Boston. (R) since 1934; supervisor of eductional programs and commercial transcriptions, Yankee Network.

LUSCOMBE, ROBERT. Singer, WJR, Detroit. (R) since 1930; local shows, including, Hi-Speed Gasoline, Household Finance, Sinclair Minstrels programs. (F) commercials.

LUTHER, PAUL. Network announcer. (R) Modern Cinderella (General Mills); Romance of Helen Trent (Affiliated Products). (P) salesman.

LUTZ, CHARLES V. Announcer, WHK-WJAY, Cleveland. (R) various local shows.

LYMAN, ABE. Network orchestra leader. (R) Waltz Time (Sterling Products), 1931-37; Melodiana (Sterling Products) 1931-36; Lucky Strike Hour, 1932; Your Hit Parade (Lucky Strike Cigarettes), 1937. (F) Broadway Through a Keyhole (20th Century Fox), 1933; Sweet Surrender; numerous others. (L) Good News, 1927. (V) Abe Lyman and His Band, since 1921. (P) taxi driver.

LYMAN, PETER. Announcer, producer, program director, KROC, Rochester. (R) since 1931; local shows on this station and WMT, Cedar Rapids. (L) Vagabond King, road company, 1927; dramatic stock, 1933-36. (P) student.

LYNCH, EDWARD. Actor, writer, director, WSYR, Syracuse. (R) since 1933; various shows on this station and WFBL, Syracuse. (F) 1930-32; The Payoff (Warner Bros.); False Madonna (Paramount); others. (L) stock; road companies. (V) On Ragged Edges; Conway & Lynch. (P) student.

LYNN, EMMETT. Actor, WGN, Chicago. (R) Farm and Home Hour, Young Hickory, Grand Hotel, Backstage Wife; also programs for General Mills, Ovaltine and others. (F) productions by Biograph, Universal, Fox, Lasky; commercials. (L) stocks, 20 years. (V) Jack Mulhall; Lynn, Weston & Lynn; Gus Edwards.

LYNN, FRANK (GARRISON POLING). Continuity editor, announcer, WELL, Battle Creek. (R) local shows. (P) teacher.

LYON, CHARLES. Network master of ceremonies. (R) Frigidaire Frolics.

LYON, JACK. Staff organist and pianist, WMBD, Peoria. (R) various local shows. (L) stock. Solo organist, various theatres and motion picture houses.

LYON, LETITIA J. Women's commentator, interviewer, WNBF, Binghamton. (R) since 1935; local shows, including Letty Lynn (Feigenspan Brewing Co.). (P) women's editor, Binghamton Sun.

LYON, RUTH. Network entertainer. (R) Headin' South (Illinois Railroad Co.).

LYONS, PETER PAUL. Musician, California Radio System. (R) since 1927; various local shows. Formerly musical director of several theatres. (P) student.

LYONS, RUTH. Pianist, commentator, WKRC, Cincinnati. (R) various local shows, including Radio Dial program.

M

McADAM, AL. Actor, announcer, KPO-KGO, San Francisco. (R) various shows on this station and WQAM, Miami; KFI, Los Angeles, including Death Valley Days (Pacific Coast Borax); Hawthorne House (Wesson Oil & Snowdrift). (L) stock; road shows, 1910-15; 1920-34. (V) Harry & Kate Jackson, 1915-17. Little Miss Mixup, 1918-21.

McALLISTER, DARYL. Program manager, WKY, Oklahoma City. (R) since 1932. (L) Little Theatre.

McALLISTER, H. J. Announcer, KVI, Tacoma. (R) since 1934; local show. (P) office work.

McALLISTER, JOHN J. Writer, actor, WBT, Charlotte. (R) since 1929, local shows, including Just the Two of Us (Buick Auto), 1929-30. (P) interior decorator.

McCALL, DUNCAN A. Singer, KOA, Denver. (R) since 1928 various local shows, including Continental Oil program, 1929-30; Ford Motor program, 1934-35. (P) salesman, accountant.

McCALLISON, JIMMY. Network singer, actor. (R) Lady Next Door; Penrod and Sam; Sherlock Holmes; Crime Club; Death Valley Days (Pacific Coast Borax), NBC. (F) His Children's Children; Peter Stuyvesant; Citizen of Tomorrow. (L) Yours Truly; This Year of Grace; others.

McCARTHY, CHARLES F. Announcer, WHN, New York. (R) since 1932; local shows including The Sincera Program (Sincera Face Cream), 1932; Tango Cab-

ALEXANDER

(Nothing but the Truth)

McQUEEN

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(Albert C. Mitchell)

STATION WOR, 1440 BROADWAY

New York

Tuesdays - Thursdays - Saturdays

7:30 P.M.

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Program idea conceived by Al Mitchell

Script by Edward Longstreth

Sponsored by

THE PROVIDENT LOAN SOCIETY OF NEW YORK

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Produced by

MC CANN-ERICKSON, INC.

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MUTUAL ARTISTS BUREAU

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Joseph Lopez, WICC Robt. G. Smith, WOR

Bruce Chapman

aret (P. Lorillard Co.), 1935-36; Joyce Jordan (McKesson & Robbins), 1937. (F) voice ghosting for Warner Bros., 1932. (L) The Showoff. (P) communication engineer.

McCLAIN, GORDON W. Announcer, producer, CKCL, Toronto, Ont. (R) since 1925; local shows on this station and WFCA, Toronto, Ont.

McCLAIN, JAMES W., JR. Announcer, WOAI, San Antonio. (R) various local shows, including Greyhound Traveler Program (Greyhound Bus Lines), 1936; Gebhardt's Texas Treasures (Gebhardt's Chili Powder), 1937.

McCLAIN, PAULA. Network actress. (R) Bachelor's Children (Old Dutch Cleanser).

McCLEARY, GWEN. Announcer, home economist, actress, Iowa Broadcasting Co. (R) since 1931; various shows, including Ward's Shopping Lady (Montgomery Ward), 1933; Ford Information Girl (Ford Motor Co.), 1935. (F) commercials.

McCLINTOCK, JACK. Continuity writer, sound effects, KOL, Seattle. (R) various local shows, including Albers Bros. Milling Co. program, 1936.

McCLURE, KENDALL B. News editor, commentator, WOAI, San Antonio. (R) since 1930, writing and producing over 600 commercial shows. (P) newspaper work.

McCOMB, KATE. Network actress. (R) Snow Village Sketches (Loose-Wiles Biscuit Co.); others.

McCONNELL, SMILING ED. Network master of ceremonies, singer. (R) Acme Sunshine Melodies (Acme White Lead & Color Works); Mantle Lamp Co. program.

McCORD, WILLIAM J. Announcer, continuity writer, KFPY, Spokane. (R) since 1936; various local shows, including Alka-Seltzer Program. (P) student.

McCORMICK, STEPHEN J. Announcer, WOL, Washington. (R) since 1936; local shows, including Dance Parade (Washington Brewery), 1936. (F) several educational series, 1936. (P) assistant theatre manager.

McCOY, CLYDE. Orchestra leader. (R) sustaining network broadcasts. (F) Sugar Blues and Jam Session (Vitaphone). (V). Decca Recording artist.

McCOY, MALCOLM R. Actor, Michigan Network, Detroit. (R) since 1933; local shows including Manhunters (Illinois Beef Co.), 1933-35; Lone Ranger (Gordon Baking Co.), 1933-37; Ann Worth, Housewife (Mills Baking), 1935-37. (L) dramatic stock, 1925-32. (V) 1923-24. (P) secretary.

McCOY, MARY. Network soprano. (R) Tea Time Tunes; Chase & Sanborn Coffee program; Camel Hour; Town Hall Tonight. (Sal Hepatica, Ipana Tooth Paste), NBC; AC Spark Plugs program. (L) My Maryland; Wonderful Night; others.

McCRARY, DAVID. Actor, singer, WFAA, Dallas. (R) since 1935; local shows, including Riding with the Texas Rangers (Kellogg Co.), 1935-37; The Crime Reporter (Electrolux Dealers). (F) commercials. (P) teacher.

McCUBBIN, LUCILLE. Singer, announcer, KROY, Sacramento. (R) sustaining shows.

McDERMAND, LOIS E. Pianist, organist, announcer, WHBF, Rock Island. (R) various local shows.

McDERMOTT, MARIAN. Singer, WICC, Bridgeport. (R) since 1935; local shows. (P) saleswoman.

McDONALD, ARCH. Sports commentator, WJSV, Washington. (R) since 1930; local shows, including programs for Coca Cola Bottling Co., 1930-31; B. C. Remedy Co., 1932-33; General Mills, 1937.

McDONALD, ARTHUR L. Announcer, CFCY, Charlottetown. (R) shows on CFCY; occasional commentator for Canadian Broadcasting Co.

McDONALD, CRAIG. Network actor (R) Bobby Benson (Hecker H-O).

McDONOUGH, FRANK. Announcer, WMC, Memphis. (R) various local shows on this station and KSL, Salt Lake City. (F) The Champ (MGM); others. (L) stock, 1925-27. (V) Donna-Weber; Donna & Vincent, 1925-34.

McELROY, JACK. Announcer, singer, writer, KANS, Wichita. (R) since 1933; local shows on this station and KGGF, Coffeyville, including Amateur Contest (Goodrich Tires). (V) soloist with orchestra. (P) student.

McENIRY, MATTHEW. Announcer, KLZ, Denver. (R) since 1935; local shows. (L) Denham Theatre Stock, 1927-28. (V) 1936. (P) attorney.

McEWEN BROTHERS. Entertainers. WHB, Kansas City. (R) since 1927; local shows on this station and KMMJ, Clay Center; WIBW, Topeka, including programs for Caterpillar Tractor Co., 1931-32; Armour Packing Co., 1933; Kellogg Co., 1933; IGA Grocery Co., 1935. (V) Jimmy Wiley Banjo Band, 1929.

McFADDEN, WELDON. Writer, KOA, Denver. (R) local shows, including pro-

grams for Public Service of Colorado, Reliance Mfg. Co. (L) Denver Community Players. (V) single act and comedy team, Null & Void.

McGAHAN, V. E. Announcer, KGVO, Missoula. (R) since 1936; local shows, including Texaco News (Texas Oil Co.), 1936. (P) student.

McGARRITY, KENNETH. Musician, WBAP, Fort Worth. (R) various local shows. (V).

McGEORGE, ROY. Hillbilly entertainer, actor, KFEQ, St. Joseph. (R) since 1932; various local shows on this station and WHAS, Louisville; WNAX, Yankton; KSOO, Sioux Falls, including Papy and the Buckle Busters (Crazy Crystals), 1933.

McGLOGAN, FRANK. Announcer, KSTP, St. Paul. (R) since 1936; various local shows.

McGOFFIN, WALTER M. Announcer, football commentator, KXRO, Aberdeen. (R) since 1928; local shows, including Associated Oil Sportscasts. (P) radio engineer, musician.

McGOVERN, JOHN. Network actor. (R) Sherlock Holmes; Death Valley Days (Pacific Coast Borax), NBC; Friendship Town; Pages of Romance. (L) Devil's Disciple; He Who Gets Slapped; others.

McGRATH, CLAYTON ("MAC"). Singer, musician, actor, KSTP, St. Paul. (R) since 1936; various local shows. (F) commercials. (V) Knights of Note, 1935-37. (P) entertainer.

McGRATH, JAMES P. Announcer, sound effects, M. C., WMAL, Washington. (R) various sustaining shows. (F) World Aflame (Pathe), 1919. (L) played with Lionel Barrymore, Lina Cavalliera. (V) 1919-23; appeared with Paul Whiteman, Vincent Lopez, Frank Silver. (P) college.

McGRATH, WILLIAM. Program, production manager, WNEW, New York. (R) local shows on this station and WFBL, WSYR, Syracuse; KWY, Philadelphia; WNAC, Boston. (V) 1933. (P) college.

McGREGOR, EVELYN. Network actress. (R) Dr. Allen Roy Dafoe (Lehn & Fink for Lysol).

McGREGOR, JEAN. Network actress. (R) Today's Children (Pillsbury Flour Mills).

McHOSE, IRVIN. Conductor, WHEC, Rochester. (R) local shows, including Lehigh University Glee Club Show, 1925; Pure Oil Program, 1934-35.

McILREVEY, HUGH. Announcer, WRC, Washington. (R) since 1935; local shows, including programs for Acousticon Hearing Aid Co., Bromo-Seltzer, Gunther Brewing Co.; guest appearances, Fleischmann Hour—Rudy Vallee (Standard Brands); Jack Benny program—Jello (General Foods). (F) shorts (Paramount), 1934; The Old South (U. S. Research Corp.), 1937.

McILVAIN, HARRY E. Program director, announcer, WTNJ, Trenton. (R) since 1932; various local shows, including Tastyeast news program, 1936. (P) music publishing concerns.

McILVAIN, SYDNEY W. Hillbilly singer, guitarist, orchestra leader, WAAW, Omaha. (R) since 1929; local shows on this station and KFNF, KMA, Shenandoah; WDAY, Fargo, including Sterling Insurance program. (V) Three Anderson Brothers, 1926-28. (P) school teacher.

McINTIRE, J. CHARLES. Announcer, WMBH, Joplin. (R) since 1930; local shows. (P) load inspector, Electric Co.

McINTYRE, FRANK. Network actor. (R) Maxwell House Coffee program.

McINTOSH, ROSE C. Actress, singer, WGRC, New Albany. (R) since 1934; local shows. (P) student; amateur theatricals.

McKAY, CHERI. Network contralto. (R) Climalene program, 1933; Jack Hylton's Orchestra (Standard Oil, Realsilk), 1936; News with Music (Dodge Motors), 1937; guest appearance, Maytag Washing Machine program, 1932; others. (V) Sheridan Sisters; with Jack Hylton. 1936; others.

McKAY, CLIFF. Singer, musician, orchestra leader, CKCL, Toronto, Ont. (R) since 1934; local shows, including programs for General Motors, 1934-35; Blue Coal, 1934-35. (F) short, 1928. (V) Harold Rich and His Versatile Canadians, 1927-28. (P) student.

McKEE, ALLAN W. Announcer, WMT, Cedar Rapids. (R) since 1934; local shows, including Party Line (Checker Electric Co.), 1936; Halligan's Demitasse (Halligan Coffee Co.), 1937. (L) stock, 1928; 1932-34. (P) student.

McKEE, WARREN A., JR. Singer, WAIM, Anderson. (R) since 1935; local shows.

McKENZIE, JOHN. Singer, WJR, Detroit. (R) since 1925; local shows for Lucky Strike, Gulf Refining, Texaco, Chevrolet, Fels Naptha, etc. (F) commercials. (P) office clerk.

McKIERNAN, JERRY. Announcer, continuity writer, M. C., WSMK, Dayton. (R) since 1930; various shows, including Ed McConnell (Standard Brands), 1930;

Armour Star Hour (Armour & Co.), 1931; Gene and Glenn (Quaker Oats), 1932. (L) stock, 1926-28. (V) Bennett and Mack, 1915-19.

McKINNEY, J. WALTON. Singer, KOIN, St. Louis. (R) since 1934; local shows on this station and KHQ, Spokane. (L) Mikado, Lass of Limrick Town, 1924-25. (V).

McKNIGHT, CECIL. Announcer, CKTB, St. Catherines, Ont. (R) local sustaining shows.

McKNIGHT, THOMAS H. Network writer. director. (R) 20,000 Years in Sing Sing (Sloan's Liniment); Marx Brothers (Esso & American Oil); Bob Hope (Bromo-Seltzer & Woodbury); Beatrice Lillie (Dr. Lyons Tooth Powder); Charles Winninger (Ivory Soap). (L) Double Dummy, 1936. President of McKnight & Jordan, Inc., radio productions. (P) advertising.

McKNIGHT, WES. Sports commentator, announcer, CFRB, Toronto, Ont. (R) since 1930; various local shows, including hockey summaries (Royal Canadian Tobacco).

McLAUGHLIN, BENNIE. Master of ceremonies, KPO-KGO, San Francisco. (R) since 1928; Woman's Magazine of the Air (participation program), 1928 to date; others. (L) Hollywood Music Box Revue, 1925-27.

McLEOD, KEITH. Writer for Henry Souvaine, Inc., program producers.

McLEAN, JACK. Singer, impersonator, CKCL, Toronto, Ontario. (R) local show. (V) master of ceremonies and night club appearances. (P) grocery clerk.

McLEAN, ROBERT DUFFIELD. Announcer, CHAB, Saskatchewan. (R) since 1936; local shows.

McLINN, GEORGE "STONEY." Sports commentator, WIP, Philadelphia. (R) various local shows. (P) sports editor.

McMAHILL, NAOMI. Singer, KFNF, Shenandoah. (R) local sustaining shows.

McMAHON, THOMAS J. Announcer, sports commentator, WNBF, Bingnamton. (R) since 1928; various local shows on this station and WGBI, Scranton; KQV, Pittsburgh, including Golden Hour (International Correspondence School), 1928; Sportcast (Shell Oil Co.), 1934-35; E. J. Workers Band (Endicott Johnson Co.), 1936-37. (P) teacher.

McMASTER, JOHN. Announcer, WMEX, Boston. (R) various local shows. (P) assistant theatre clerk.

McMULLEN, LEO. Singer, KGIR, Butte. (R) various local shows. (P) engineer.

McMURRAY, EMMET. Actor, announcer, WHBQ, Memphis. (R) since 1934; various local shows, including Red Top Brewing Co. Show, 1936-37. (L) Little Theatre productions, 1932-34. (P) college.

McNAMEE, GRAHAM. Network comercial and sports announcer. (R) Rudy Vallee Hour (Royal Gelatin); All Colored Revue (Fleischmann Yeast); Ed Wynn (Spud Cigarettes); Ed Wynn, Texaco Fire Chief (Texas Co.); various sports and news events broadcasts. Before becoming an announcer was a singer over WEAF (1923).

McNEIL, BOB. Singer, musician, KWK, St. Louis. (R) local shows on this station and WKY, Oklahoma City. (V) WLS Unit Show, 1935-37. (P) student.

McNEILL, DON. Network master of ceremonies. (R) Climalene Carnival, 1933-36; Pontiac Show (Pontiac Motors), 1935; Fitch Jingle Show (Fitch Shampoo), 1936; Tums Times (A. H. Lewis Medicine Co.), 1936; Tea Time at Morrells (Red Heart Dog Food), 1936-37; others. (V) theatre and night club engagements, 1933-36. (P) newspaper radio editor.

McNICHOLS, ELOISE WEST. Musician, WOW, Omaha, Neb. (R) since 1930; various local shows. Has been engaged in concert work since 1920; member Omaha Symphony, 1924-34.

McQUARRY, HAVEN. Network actor, producer. (R)Do You Want to Be an Actor? (Chase & Sanborn Coffee).

McRANEY, ROBERT L. Program director, production manager, organist, pianist, WSGN, Birmingham. (R) since 1932; local shows, including Acme Musical Memories (Acme Paint Co.), 1935-36. (V) 1931-33.

McWILLIAMS, JIM. Network actor, producer. (R) Uncle Jim's Question Bee (George Washington Coffee); others. (V).

MacALISTER, CHARLES. Actor, KPO-KGO, San Francisco. (R) since 1924; various NBC shows including Orphan Annie (Ovaltine); Death Valley Days (Pacific Coast Borax); Winning the West (Occidental Life Insurance); One Man's Family (Standard Brands). (L) stock.

MacANDREWS, CARL G. Drama Guild. WCHS, Charleston. (R) various radio drama Guild plays. (L) Little Theatre productions.

MacARTHUR, PETER. Producer, WHO, Des Moines. (R) local shows on this station and WOC, Davenport. (L) engagements in New York and on tour; understudy to Sir Harry Lauder.



TONY MARTIN

BURNS AND ALLEN
Coast-to-Coast

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20TH CENTURY-FOX

NAT C. GOLDSTONE
Exclusive Representative

MacBRYDE, JOE. Network actor. (R) Death Valley Days (Pacific Coast Borax).

MacCORMACK, FRANKLIN. Network actor, announcer, poetical readings. (R) Dream Boat (Salomint Tooth Paste), 1930-31; Myrt & Marge (Wrigley Chewing Gum), 1932; Easy Aces (Anacin), 1932; Olsen & Johnson (Swift & Co.), 1933-34; Mary Marlin (Kleenex), 1935-36; Poetic Melodies (Wrigley Chewing Gum), 1936-37. (F) commercials. (L) The Noose, 1928; Desert Song, Seventh Heaven and The Nut Farm, 1929. (P) automobile salesman.

MacDAPPES, LAURA. Comedienne, WROK, Rockford.

MacDONALD, ARCH. Announcer, WBZ-WBZA, Boston. (R) since 1936; various local shows. (P) student.

MacDONALD, EDMUND. Network dramatic actor, comedian. (R) Camel Caravan (Camel Cigarettes); Maxwell House Show Boat (Maxwell House Coffee); Philip Morris Cigarettes program; Just Plain Bill (Kolynos Tooth Paste); We, the People (Calumet Baking Powder); CBS Workshop; others. (F) silent pictures for First National, Paramount, Fox, D. W. Griffith, Universal; others. (L) Within the Law, The Web, When Ladies Meet, The Milky Way; others.

MacDONALD, JAMES G. Announcer, WELL, Battle Creek. (R) since 1933; local shows.

MacDONALD, REX. Orchestra leader, WSUN, St. Petersburg. (R) local programs.

MacDONALD, WILLIAM E. Commercial manager, announcer, KFNF, Shenandoah. (R) local shows. Formerly with dance bands.

MacGREGOR, EVELYN. Network singer. (R) Chesterfield program, 1934-35; 45 Minutes in Hollywood (Borden's Milk), 1934-35; Lysol program, since 1936. (F) shorts (Fox, Pathe). (L) New York Grand Opera Co., 1931. (V) Metropolitan Singers, 1930; 4 Co-Eds, 1930-31.

MacHUGH, EDWARD. Network gospel singer. (R) since 1927; Your Gospel Singer (Ivory Soap), NBC, since 1936. (P) department store clerk.

MacKENZIE, DOROTHY. Commentator, continuity writer, KPO-KGO, San Francisco. (R) various shows on this station and KMBC, Kansas City, including Dr. Kate (Best Foods), 1936-37; Irving Kennedy & Janet Baird (Procter & Gamble), 1936-37. (P) cashier.

MacINTYRE, E. ROSS. Announcer, transmission supervisor, CKWX, Vancouver, B. C.

MacLAUGHLIN, DONALD. Actor, WHN, New York. (R) since 1935; network shows, Kate Smith Show, 1936; Home Sweet Home, 1935-37; O'Neills (Ivory Soap), 1936-37; Personal Column (Chipso), 1936-37; Capt. Tim Healy (Ivory), 1936. (F) Joe Palooka (Warner Bros.), 1937. (P) teacher, landscape architecture.

MacLEAN, ALICE. Continuity writer, singer, KIRO, Seattle. (R) since 1922; various shows on this station and KOMO, Seattle. (P) stenographer.

MacMILLAN, LOWELL. Singer, sports announcer, WHEC, Rochester. (R) since 1929; local shows, including Happy Home Village (General Baking Co.), 1930; Sports Reporter (Sun Oil Co.), 1937. (L) Pinafore, Faust, American Opera Co., 1927; Eastman Theatre Co., 1928-29; others. (V) 1929.

MacMURRAY, FRED. Network actor. (R) Hollywood Hotel (Campbell Soup Co.), CBS, 1937. (F) The Gilded Lily (Paramount), 1935; Men Without Names (Paramount), 1935; Alice Adams (RKO), 1936; Hands Across the Table (Paramount), 1936; The Bride Comes Home (Paramount), 1936; The Trail of the Lonesome Pine (Paramount), 1936; Texas Ranger (Paramount), 1936; others. (L) Three's a Crowd, 1929; Roberta, 1934. (V) California Collegians, 1929-34. (P) salesman.

MacPHERSON, FREDERICK. Announcer, operator, writer, KRE, Berkeley. (R) local shows on this station and KJBS, San Francisco; KPMC, Bakersfield. (P) college.

MacPHERSON, JOHN. Network cooking programs. (R) The Mystery Chef (Regional Advertisers); programs for Davis Baking Powder.

MACAULAY, RICHARD. Writer for H. N. Swanson, Inc., program producers.

MACE, FRANCES. Actress, KGVO, Missoula.

MACE, ORVAL. Musician, KGVO, Missoula. (V) Rio Grande Rangers, 1936.

MACK, FLOY. Announcer, WRC, Washington. (R) Esso News (NBC), 1937; Famous Jury Trials (Mennen), Mutual; Johnson Family (Pebeco), Mutual; Life of Mary Southern (Hinds Honey & Almond Cream), Mutual; also local shows on this station and WLW, WSAI, Cincinnati. (P) commercial photography.

MACK, FREDDY. Network band leader, master of ceremonies. (R) Freddy Mack and His Young Ideas, CBS, 1937. (F) Gang War, 1928. (L) Good News. (V) stage band leader, M. C., 1929-37.

MACK, GEORGE. Writer, director, WBNX, New York. (R) since 1932; local shows including Radio Guide Magazine programs, 1932-34.

MACK, GILBERT. Actor, dialectician, WHN, New York. (R) since 1936 local shows including Ida Bailey Allen's Homemakers (Seeman Bros.), 1937; MGM Movie Club (Mulsified Cocoanut Oil Shampoo), 1937. (F) short, 1936. (P) photographer.

MACK, ROBERT. Singer, KYW, Philadelphia. (R) since 1933; local shows including Fame and Fortune (Reading Coal and Iron Co.), 1933. (V) 1932-34. (P) bank clerk. With Philadelphia Grand Opera Co., 1926-29.

MACK, ROY. Pianist, arranger, KRKO, Everett. (R) since 1934; various local shows on KUJ, KSLM, KWJJ, KOIN, KFWB, KXL, KALE, KEX. (P) theatre pianist.

MACK, TED. Orchestra leader, master of ceremonies, WOR, Newark. (R) local shows including Childs Restaurants program. (F) Great Ziegfeld (MGM), 1936; Man Who Broke the Bank at Monte Carlo (Fox), 1936; Here Comes the Band (MGM), 1936. (V) M. C. at various theatres.

MACK, WAYNE. Actor, announcer, producer, WGAR, Cleveland. (R) local shows; handled Cleveland appearances of Ben Bernie (American Can Co.), Ted Weems (Varady of Vienna); member of production unit for Joe Penner's Cleveland shows. (L) Little Theatre work. (V) concert band, 1927.

MACKEY, JOE. Actor, WRVA, Richmond. (R) since 1929; local shows, including Corn Cob Pipe Club (Larus & Bros. Co.), 1929-37. (L) stock, 1928. (P) clerk.

MACKIE & PAUL. Comedians, WMCA, New York. (R) local sustaining shows. (L) Fifty Million Frenchmen, 1931 (road show); Earl Carroll's Murder at the Vanities, 1933. (V) Mackie & La Vallee, 1931-34; Mackie & Paul, 1935-37.

MADDOX, LOIS. Singer, West Virginia Network, Charleston. (R) local sustaining shows. (V) appearances with orchestra.

MAGANN, ERNIE. Musician, CKCL, Toronto, Ontario. (R) various NBC, Mutual, and local shows.

MAGEE, MONTE. Pianist, singer, KONO, San Antonio. (R) since 1932; local shows on this station and WLW, Cincinnati; KPRC, Houston; WOAI, San Antonio, including Crown Overall program, 1936. (V) 1928-29. (P) oil business.

MAGEE, MRS. E. E. (LIBBIE VAUGHAN). Actress, WMT, Cedar Rapids. (R) since 1932; local shows including Morning Song (Waterloo Mills), Magic Kitchen (Rath Packing Co.; Coolerator; Malto-Meal; Scott Towels; Hubbard Milling Co.); (L) Wisconsin Players. (P) teacher.

MAGILL, SAM. Announcer, WNAC, Boston. (R) since 1927; various local shows on this station and WOR, New York; WTIC, Hartford; WHDH, WAAB, Boston, including Hank Keane and His Connecticut Hillbillies (Chocco-Yeast), 1931; Sports Revue (R. G. Sullivan Cigars). (V) Colonnade Quartet. (P) student.

MAGNATTI, CHARLES. Network accordionist. (R) The Original Tastyeast Jesters (Tastyeast).

MAHAFFEY, CAROLYN. Singer, KDKA, Pittsburgh. (R) since 1935; Trioettes, NBC, 1935-36; various local shows.

MAHANEY, FRANCIS, JR. Singer, KMBC, Kansas City. (R) since 1932; local shows including The Fitch Shampoo program, 1934. (V) Four Horsemen of Harmony, 1932; The Collegians, 1932; Texas Rangers, 1935. (P) student.

MAJOR, JACK. Network toastmaster, master of ceremonies, singer, comedian. (R) Jack Major, One Man Show (S & W Food Products, 1934-35; Sperry Candy Co., 1935-36; Procter & Gamble, 1935-36); Colonel Jack Major Variety Show, CBS, 1936-37. (V) for 12 years, The Voice of the Southland. (P) studied to be a preacher.

MALDONIAN TRIO (Charlotte Davis, Helen Donovan, Pauline Hume). Concert ensemble, WMEX, Boston. (R) various sustaining shows. (V) hotel engagements.

MALERICH, JACK. Network orchestra leader. (R) Swing with the Strings (George A. Hormel Co.).

MALLORY, ELIZABETH. Actor, KPO-KGO), San Francisco. (R) since 1932; Western Farm & Home Hour (NBC), 1935-37; other shows including Wheatenaville (Wheatena), 1932-35; Death Valley Days (Pacific Coast Borax).

MALLOW, JOHN L. Announcer, KFPY, Spokane. (R) various local shows on this station and KFIO, Spokane; KGVO, Missoula, including Alka-Seltzer news program, 1936.

MALLY, CAP. Singer, KRNT, Des Moines. (R) since 1936; participation program.

MALONE, EILEEN. Harpist, WHEC, Rochester. (R) since 1928; local shows. First harpist in Rochester Civic Orchestra.

MALONE, FLORENCE. Network actress. (R) The Singing Lady Musical Plays (Kellogg Co.).

MALONE, LILLIAN. Continuity writer, actress, WCAE, Pittsburgh. (R) various local shows. (L) stage Guild productions. (P) children's librarian, Carnegie Library.

MALONE, TED (ALDEN RUSSELL). Network commentator. (R) programs for Hinds Honey & Almond Cream, 1936. (P) college.

MALOVIN, ROY. Announcer, CKAC, Montreal. (R) since 1937; local shows including Chipso, Procter & Gamble Show, 1937. (L) Amateur and professional dramatics, 1923-34. (P) student.

MANN, DAVE. Pianist, arranger, WFIL, Philadelphia. (R) since 1936; various local shows including Stanley Drugs and Crosley Radio programs. Also a member of piano team heard over Mutual.

MANN, JERRY. Network comedian. (R) Broadway Varieties (Bisodol); Hammerstein's Music Hall (Kolynos); Ford program; Manhattan Merry-Go-Round (Dr. Lyon's Tooth Powder), NBC. (F) Knickerbocker Knights, 1935. (V) since 1920; Kiddies Kabaret; single acts.

MANNERS, LUCILLE. Network singer. (R) Cities Service Concert, NBC; Two Hearts in Song; Ray Heatherton's program; Musical Comedy Revue.

MANNING, TOM. Announcer, WTAM, Cleveland. (R) since 1929; World Series, since 1929 (Ford Motor Co.), NBC; football broadcasts (Kellogg Co.).

MANNING, VIOLET ("MILLIE"). Dramatic actress, WOW, Omaha. (R) since 1929; various local shows on this station and WLS and WCFL, Chicago. (F) commercials. (L) leading lady, dramatic stock, 1921-1933; Merry Go Round, 1934. Also author, producer, of Millie & Tillie, current on WOW.

MANSFIELD, JOSEPH F. Announcer, WATR, Waterbury. (R) CBS sustaining shows, 1936; various local shows including Notre Dame programs (University of Notre Dame), 1935-36. (P) student.

MANTER, ARTHUR. Musician, KERN, Bakersfield. (R) since 1936; various local shows. Played with Concert Orchestra, San Francisco; also at theatres, hotels.

MARCELLE, LOUIS. Announcer, actor, KMBC, Kansas City. (R) since 1935; local shows including Life On Red Horse Ranch (Socony-Vacuum Oil Co.), 1935; Travels of Mary Ward (Montgomery Ward), 1937. (L) stock, 1930-35; Dinner At Eight (Shubert's), 1935. (V) 1928-29. (P) accountant.

MARCH, MIGA. Network singer. (R) various network broadcasts with George Hessberger's Orchestra, NBC, since 1936. (L) Civic Opera House; George Hessberger's Show; various operas in Germany, Austria. (P) music student.

MARCHINO, SHELBY (SHEB). Announcer, WDZ, Tuscola. (R) since 1936; local shows including Rexall Drug Co., Buick & Oldsmobile, Ford Motor Cars programs. (P) musician. (V) Varieties of '31, '32, '33; Jungle Echoes, 1935.

MARCO. Comedian, KIDW, Lamar. (R) various local shows. (V) blackface act.

MARCUM, HARVEY. Blues singer, WTJS, Jackson. (R) since 1936; local shows including Ward's Serenaders (Montgomery Ward & Co.), 1937.

MARCUS, FRED. Network announcer, actor, producer, writer. (R) Myrt & Marge (Wrigley's Chewing Gum), 1936; Mort Gooch (Wrigley's Chewing Gum), 1937; Betty & Bob; Modern Cinderella (General Mills); Jack Armstrong; others. (L) Victor Herbert Musical Stock (V) 1925-29.

MARIER, TED. Pianist, singer, WNAC, Boston. (R) since 1937; local shows on this station and WAAB, Boston. (P) student.

MARKS, GARNETT A. News, sports commentator, WMCA, New York. (R) various shows on this station and WOR, New York, including programs for General Mills, Blackstone Cigars, Auburn Motors Corp. (F) several musicals (Fox, Warner Bros.), 1929-30. (P) reporter.

MARKEY, RAYMOND D. News commentator, WNBH, New Bedford. (R) since 1932; various local shows. (L) Fairhaven Players, 1936. (P) newspaper display advertising.

MARNELL, ANN. Singer, KANS, Wichita. (R) since 1935; local shows on this station and KFEQ, St. Joseph.

MARR, JAMES. Free lance comedy actor. (R) programs with Edwin C. Hill, Admiral Byrd, and Helen Hayes; Home Hour; Junior G Men; Ave Maria Hour. (L) stock. (V).

MARSH, AUDREY. Network singer, actress. (R) Fox Fur Trappers (I. J. Fox Co.);

Rexall Drugs program. (L) Abie's Irish Rose; After Dark.

MARSH, ESTELLE G. Director (women's program), WNAC, Boston. (R) since 1935; local shows on this station and WAAB, WHDH, Boston; WBSO, Babson Park. (P) dramatic coach, lecturer.

MARSH, JOAN. Network entertainer. (R) Flying Red Horse Tavern (Socony-Vacuum). (F).

MARSH, LARRY. Network musician, orchestra leader. (R) Bakelite Hour, Five Star Final; programs for Atwater Kent, Jack Frost, Lucky Strike Cigarettes, General Motors, Linit, Chrysler, Sanka Coffee, Ford.

MARSHALL, CHARLES H. Entertainer, KPO-KGO, San Francisco. (R) since 1928; various shows including programs for Dodge, 1928; Sperry Flour, 1929; Maid Maple Syrup, 1930-31; Crazy Water Crystals, 1935; Alka Seltzer, 1936.

MARSHALL, HELEN. Network singer. Fireside Recitals (American Radiator Co.).

MARSHALL, MEL. Writer, producer, actor, KPDN, Pampa. (R) since 1935; local shows. (L) Black and White Revue of 1922; Prince of Pilsen, 1933; Rope's End, The Mikado, Barber of Seville, 1934.

MARSHALL, REGINALD. Singer, WSJS, Winston-Salem. (R) since 1932; local shows. Soloist with orchestra and concert band.

MARSTONE, ADELAIDE. Writer for Wolf Associates, Inc., program producers.

MARTA, JACK. Announcer, WJMS, Ironwood. (R) local shows. (L) Ernie Young's Revues, 1927-28. (V) various orchestras, M. C. engagements, 1928-31. (P) salesman.

MARTIN, BOB. Announcer, singer, actor, WFBL, Syracuse. (R) since 1934; various local shows on this station and WIBX, Utica; WAAT, Jersey City; WOV, WEVD, WINS, WMCA, New York; WCAU, Philadelphia. (F) Cavalcade, All Quiet On the Western Front; others. (L) stock, 1926-31. (V) Gus Edward's Radio Understudies, 1931; night clubs.

MARTIN, CHARLES. Network writer of dramatic skits. (R) Johnny Presents (Philip Morris Co.).

MARTIN, EMIL. Musician, WFAA, Dallas. (R) since 1935; local shows, including Dr. Pepper program, 1935-37. (V) two years with band act.

MARTIN, FRED S. Accordionist, pianist, singer, arranger, WFAA, Dallas. (R) since 1936; local shows including Riding with the Texas Rangers (Kellogg Co.), 1936-37. (V) floor shows. (P) music, printer.

MARTIN, FREDDY. Network orchestra leader. (R) Penthouse Serenade (Maybelline).

MARTIN, JACK. Organist, pianist, WTMJ, Milwaukee. (R) local shows. Theatre organist, 1934-35.

MARTIN, JOSEPH. Singer, WHN, New York. (R) since 1933; local shows on this station and WTAM, Cleveland, WJZ, New York, including programs for I. J. Fox, Grossman Shoes. (V).

MARTIN, LOU. Hillbilly M.C. actor, Iowa Broadcasting Co. (R) various local shows. (V) Uncle Rube Perkins' Entertainers, 1933; personal appearances.

MARTIN, MARY. Network entertainer. (R) 1937 Edition of Twin Stars with Helen Broderick and Victor Moore (National Biscuit Co.).

MARTIN, MAX. Cowboy singer, pianist, KGNO, Dodge City. (R) local shows. (P) cowboy.

MARTIN, NANCY. Pianist, singer, WCAE, Pittsburgh. (R) since 1933; various local shows, including Sun Drug, Victor Brewing programs.

MARTIN, PAL. Announcer, writer, commentator, WGRC, New Albany. (R) since 1936; local shows. (V) Monk Sam and Pal, 1935-36. (P) school teacher.

MARTIN, PERRY. Pianist, singer, KSTP, St. Paul. (R) since 1930; local shows on this station and KMPC, Los Angeles; WMCA, New York; WDGY, Minneapolis. (F) Hollywood Harmony Boys, 1930. (L) Student Prince, 1929. (V) 1927-29; 1931-33; 1937. (P) student.

MARTIN, POKEY. Comedian, WLS, Chicago. (R) since 1936; local shows, including Penn Tobacco Club, 1936-37. (P) college.

MARTIN, TONY. Network singer. (R) Burns & Allen Show (Campbell Soup), 1936. (F) Poor Little Rich Girl, 1936; Back to Nature; Sing Baby Sing, 1936; Pigskin Parade, 1936; Banjo On My Knee, 1936; Holy Terror, 1936 (all 20th Century Fox). Former orchestra leader.

MARTINEAU, L. H. Announcer, writer, WTHT, Hartford. (R) since 1936; local shows on this station and KFJM, Grand Forks. (P) musician.

MARTINI, NINO. Network tenor. (R) Chesterfield Hour since 1933; guest appearances, Ford and Linit programs. (F) Here's to Romance (Fox), 1935; The Gay Desperado (United Artists), 1936; others. Tenor with Metropolitan Opera Co.

MARTONE, JOHN. Orchestra leader, WADC, Akron.

MASSEY, DOT & ALLEN. Network entertainers. (R) Log Cabin Dude Ranch (Log Cabin Syrup).

MASSEY, LOUISE. Network entertainer. (R) Maxwell House Show Boat; Log Cabin Dude Ranch (Log Cabin Syrup).

MASON, BOB. Singer, WHN, New York. (R) network show, Pick & Pat, 1935-36; local shows. (L) The Cat and the Fiddle, 1932-33. (V) Bob Page and His Orchestra, 1928-29. (P) construction engineer.

MASON, MARY (VELLA REEVE). Director, WRC Home Forum, WRC, Washington. (R) since 1925; Women's Radio Review (NBC), 1931-32; Woman's Magazine of the Air (NBC), 1934-35; local shows on this station and WNAC, WBZA, Boston. (L) Lincoln Stock Co., 1910-11.

MASSENGALE, BILL and ANICE. Singers (sister team), WBAP, Fort Worth. (R) various local shows. (V) appeared with an orchestra.

MASSEY, KATHERINE. Singer, WMFO, Decatur. (P) teacher.

MAST, ROSALIE, JUDITH & ELSIE. Rhythm singers, WIL, St. Louis. (R) since 1930; various local shows. (L) Municipal Opera; Maytime, New Moon, Showboat, Nina Rosa, 1930; Shanland Stock Co. (V) Mast Kiddies, 1919-21; Mason-Dixon Dancers, 1926-29; others.

MATEY, REA. Singer, WHK - WJAY, Cleveland. (R) since 1933; local shows.

MATHESON, BERT A. Member male quartet, WJR, Detroit. (R) local shows including Household Finance Musical Clock, 1936. (F) commercial, 1936. (P) insurance.

MATTHEWS, JOE. Sports announcer, master of ceremonies, WHBF, Rock Island. (R) since 1935; local shows. (V) 1936. (P) salesman.

MATTHEWS, RUTH. Continuity writer, WISN, Milwaukee. (R) various local shows.

MATTIOLI, CAPTAIN CAESARE. Announcer, writer, producer, WRAX-WPEN, Philadelphia. (R) various local Italian shows.

MAURER, H. S. Musician, WMCA, New York. (R) since 1931; various shows on this station and WOR, New York, including Fuller Brush program, 1931. (F) shorts (Paramount). (L) Devil in the Cheese; Candida.

MAXWELL, ELSA. Guest artist. (R) appeared on several network broadcasts, including Rudy Vallee Hour.

MAXWELL, RICHARD. Network singer. (R) programs for Veedol, Smith Brothers Cough Drops, Robert Burns Cigars, Listerine, Frigidaire, George Washington Coffee, Borden's Milk, Fleischmann's Yeast, Palmolive. (L) Music Box Revue, 1921-23; Lady in Ermine; (P) real estate.

MAXWELL, TED. Playwright, actor, producer, KPO-KGO, San Francisco. (R) since 1928; various shows including Jack & Ethyl (Associated Oil), 1928-32; Death Valley Days (Pacific Coast Borax); Winning the West (Occidental Life Insurance); Hawthorne House (Wesson Oil & Snowdrift). (L) stock. (V) Ted Maxwell and Virginia Chester.

MAY, FOSTER. News editor, assistant program manager, director of public events and special features, WOW, Omaha, Neb. (R) since 1933; various local shows on this station and KFOR, KFAB. (P) newspaper work.

MAY, RODERICK, Singer, KMBC, Kansas City. (R) local shows including Red Horse Ranch (Standard Oil). (P) student.

MAYBERRY, LESTER (LULLABY LESTER). Musician, KFNF, Shenandoah, (R) various local shows on this station and KWK, KMOX, St. Louis, including programs for Sterling Insurance. (V) Hillbilly Jamboree; WLS Barn Dance.

MAYER, CLARICE M. New commentator, KYW, Philadelphia. (R) since 1926; various local shows on this station and WCAU, Philadelphia. Has done dramatic scripts as free lance.

MAYER, JOSEPH. Musician, WHK-WJAY, Cleveland. (R) various local shows with "Jones Boys."

MAYNARD, PAT. Musician, WOC, Davenport. (R) since 1932; local shows.

MAYO, THOMAS J. Pianist, CFRN, Edmonton, Alta. (R) since 1935; local shows.

MAYPOLE, ROY A., JR. Announcer, actor, producer, sound effects man, WHBF, Rock Island. (R) local shows. (L) summer stock, Los Angeles Theatre Guild.

MAYS, MARJORIE. Bass viol player, KUJ, Walla Walla. (R) since 1936; local shows.

MAYS, RODERICK. Announcer, producer. writer, KMTR, Los Angeles. (R) since 1932; various local shows on this station and KGHL, Billings; KYA, San Francisco.

MEADE, DWIGHT A. Commentator, script writer, WBZ-WBZA, Boston. (R) since 1934; local shows, including Gems of Melody (Father John's Medicine), 1934-35; Food News (First National Stores), 1935-37; Music Box (I. J. Fox), 1936.



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LONDON CHICAGO HOLLYWOOD

(F) The Essancy Co., 1912-13. (L) stock —Cohan, Harris & Shubert productions. (P) student.

MEADOWS, E. V. Network writer, commentator. (R) Beauty Clinic (Kosmet Laboratories; Gibbs & Co.); Meadows Beauty Forum (McKesson & Robbins).

MEAKIN, JACK. Orchestra director, arranger, commentator, KPO-KGO, San Francisco. (R) since 1930; various shows including Black Diamonds (Camel Cigarettes), 1931; Slices of Life (Kraft Cheese), 1936. (P) investment banking.

MEARS, MARTHA. Network singer. (R) Phil Baker program. (V) Gus Edwards' Stars of Tomorrow.

MEATH, MARIE. Actress, WICC, Bridgeport. (R) since 1934; local shows. (P) copy writer.

MEEDOR, WILLIAM. Network organist. (R) Edward McHugh, Your Gospel Singer (P & G for Ivory Soap).

MEEK, JIMMIE. Musician, singer, KGNC, Amarillo. (R) since 1932; local shows including Crazy Crystal program, 1932; The Band Wagon (Montgomery Ward), 1933; Kelvinator program, 1937. (V) The Three Jacks, 1932-36. (P) tailor.

MEHL, MAX. Network entertainer. (R) Money and Music (Numismatic Co.).

MEIGHAN, JAMES. Network actor. (R) Burns & Allen Show, Roses & Drums, The Shadow, Famous Loves, Canada Dry program. (F) Emperor Jones; Different. (L) Road to Rome; All God's Children; Anthony & Cleopatra.

MEIGHAN, THOMAS. Network actor. (R) The Singing Lady Musical Plays (Kellogg Co.).

MEISER, EDITH. Network actress, writer. (R) scripts for Sherlock Holmes Series; The New Penny (with Helen Hayes), 1935-36; The Amateur Gentleman (Leslie Howard), 1935; sketches for Roland Young, Lionel Barrymore, Miriam Hopkins. (L) stock; Three Garrick Gaieties; others. (V) 1927-28. Vice-president McKnight and Jordan. radio productions.

MEISTERSINGER, THE (MAURICE ABRAMS). Singer, violinist, KYW, Philadelphia. (R) various shows including programs for Shenley Distillers, Gumpert Desserts, Magic Washer Soap. (V) appeared with Morton Downey, Will Osborne, Ozzie Nelson. (P) student.

MELCHIOR, ELAINE. Network actress. (R) Pretty Kitty Kelly (Continental Baking Co.).

MELNICOE, SAMUEL A. Announcer, continuity writer, KJBS, San Francisco. (R) since 1922; various shows on this station and KFBK, Sacramento.

MELODEERS QUARTET. Network singers. (R) Twins Stars (National Biscuit Co.).

MELODIANS MALE QUARTET (Clarence Lake, Albert Shoegren, Victor Valenti, Marshall Burwell, Howard Coleman, piano). (Singers, WICC, Bridgeport. (R) since 1934; local shows.

MELROSE, EDYTHE. Charm program, WMCA, New York. (R) Charm, sponsored by various advertisers for 7 years. Formerly assistant manager, then general manager of WJAY, Cleveland.

MELTON, JAMES. Network singer. (R) programs for Palmolive Soap, Mobiloil, General Motors, Atwater Kent, Squibbs. (F) Sing Me a Love Song; Give Me Your Heart.

MELTON, PORTER. Jazz player, WOW, Omaha, Neb. (R) since 1929; various local shows. (F) Ramsey's Ramming Rammer, 1931; Big Broadcast, 1934-35-36. (P) with circus, carnivals, dance orchestra.

MELVIN, DOROTHY. Charm, Fashion commentator, WNAC. Boston. (R) since 1936; local show. (P) fashion show director. (L) stock in Massachusetts.

MEN OF THE WEST QUARTET (Don Davies, Harry Morton, Duncan McColl; Guy Hockett). Singers, KOA, Denver. (R) since 1926; local shows including Conacoland (Continental Oil Co.).

MENAND, GEORGE. Announcer, singer, WROK, Rockford. (R) since 1934; various local shows on this station and WLS, WCFL, Chicago. (P) clerk.

MENKEN, HELEN. Network actress. (R) Famous Actors Guild Presents Helen Menken in Second Husband (Bayer Aspirin). (L) Seventh Heaven; Queen Elizabeth: The Old Maid; others. (V).

MENKIN, LAWRENCE. Writer, director, WMCA, New York. (R) shows include Ed Wynn program (NBC), Pick & Pat (CBS), Rudy Vallee Hour (NBC), Pebeco Playboys (CBS), Kenrad Mysteries (Kenrad Corp.), Mutual; Singing Neighbor (General Pharmacal Co.), Mutual; also various local shows. (L) Shakespearian Repertory; stock. (P) copywriter.

MEN OF ATLANTIC. Network male chorus, directed by Emil Cote. (R) Ted Husing Sportcast (Atlantic Refining Co.).

MERCIER, ARTHUR W. Announcer, KOIL, Omaha.

MEREDITH, JUNE. Network actress (R) The Story of Mary Marlin (Kleenex; P & G for Ivory Soap).

MERRIAM, GLENN E. Program director, announcer Purdue University. Formerly on staff of WBAA, Lafayette.

MESSNER, JOHN. Orchestra leader. (R) various network broadcasts. Formerly with Don Voorhees, Jacques Renard, Arthur Pryor.

METAXA, GEORGES. Network singer. (R) Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder), NBC. (F) Secrets of a Secretary. (L) Bittersweet; Revenge with Music; Cat and the Fiddle.

METCALF, JOHN. Hymn evangelist, WNAC, Boston. (R) various network and local shows. Atwater Kent national radio audition winner, 1931. (P) student.

MEYER, THERESE. Organist, pianist, WISN, Milwaukee, (R) since 1933; various local shows on this station and WTMJ, Milwaukee. Featured organist in various theatres.

MEYERS, DURHAM. Musician, WTJS, Jackson. (R) since 1937; local shows, including Montgomery Ward program, 1937.

MICHAELS, W. M. Musician, KGVO, Missoula. (R) since 1935; local show.

MICKLIN, HAROLD. Violinist, conductor, WFIL, Philadelphia. (R) since 1924; various local shows on this station and WCAU and WFI, Philadelphia, including program for Household Finance. Member Detroit Symphony, 1918-19.

MILES, ELEANOR J. Pianist, organist, WSPD, Toledo. (R) since 1935; local shows.

MILES, HURST. Conductor, WGRC, New Albany. Co-organizer of Park-Miles Orchestra.

MILES, LILLIAN. Singer, actress, KROC, Rochester. (R) Rudy Vallee show, 1934; various local shows. (F) Man Against Woman (Columbia), 1932; Moonlight and Pretzels (Universal), 1933; The Gay Divorcee (RKO), 1934; shorts (Metro), 1934. (L) Girl Crazy, 1932; Take a Chance, 1934.

MILLER, ALBERT G. Writer for Henry Souvaine, Inc., program producers.

MILLER, BARNEY R. Writer, actor, producer, KGW-KEX, Portland. (R) since 1936; local shows including Oregon Trail (Union States Life Insurance Co.), 1936; Hands of Lightening (Personal Finance Co.), 1936. (F) wrote scripts for various commercials. (P) newspaper work.

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PARAMOUNT PICTURES

MILLER, BERTHA. Script writer, actor, WSBC, Chicago. (R) writes Jewish serials and monologues for this station and WCBD, Chicago, including The Gold Family, portraying role of Mrs. Gold.

MILLER, EDDIE. Singer, voice coach, WMCA, New York. (R) since 1934; various shows on this station and WABC, WEAF, New York, including Nestle's Chocolate program. (F) shorts, (MGM), 1927. (L) Overseas Revue, 1917; Passing Show, 1920. (V) Miller & Vincent, 1912.

MILLER, ESTHER. Composer, pianist, arranger, WMEX, Boston. (R) since 1934; various local shows. Formerly piano soloist with Boston Pop Symphony Orchestra and Peoples' Symphony Orchestra; annual recitals, Jordan Hall, Boston, 1932-36.

MILLER, GERTRUDE, Hillbilly-Cowboy Band, KDKA, Pittsburgh. (R) since 1934; various local shows including programs for Sterling Insurance, 1934; Big Yank Work Shirts, 1936. (V) Gertrude Miller, The Keystoners.

MILLER, JACK. Network orchestra leader. (R) A & P Bandwagon (Great Atlantic & Pacific Tea Co.).

MILLER, JOHN. Program director, WSJS, Winston-Salem. (R) various local shows.

MILLER, JULIUS. Announcer, director (Jewish program), WSBC, Chicago. (R) since 1929; local shows on this station and WCBD, Chicago. Founded and conducted Halevy Choral Society, which appeared as guests with Detroit Symphony.

MILLER, L. A. (JIGGS). Actor, writer, producer, KFEQ, St. Joseph. (R) since 1932; various local shows. (P) motion picture exhibitor; played with various orchestras.

MILLER, LOIS. Singer, organist, KDKA, Pittsburgh. (R) Hostess Counsel (H. J. Heinz Co.), NBC, 1933-35, CBS, 1935-36; also various local shows on this station and WJAS, Pittsburgh, including The House that Jack Built (Duff-Norton Mfg. Co.), 1936-37. (V).

MILLER, LE ROY. Announcer, KYW, Philadelphia. (R) local shows including Sally at the Switchboard (Sears Roebuck). (V) M. C. stage and night clubs. (P) store floor manager.

MILLER, MARILYN. Singer, WCBM, Baltimore. (R) local sustaining shows. (F) contract with RKO, beginning June 1, 1937. (V) appearances in various theatres. 1937.

MILLER, MIRIAM. Blues singer, WNAC, Boston. (R) since 1936; various local shows. (V) 1933.

MILLER, OSCAR. Script writer, actor, announcer, WSBC, Chicago. (R) various shows on this station and WCBD, Chicago, including March of Progress (English dramatization of Jewish news events). (L) production manager, Actors Company of Jewish People's Institute.

MILLER, SEYMOUR HARVEY. Announcer, actor, WIBX, Utica. (R) since 1936; local shows. (P) student.

MILLER, TREDDY. Pianist, singer, M. C., WSYR, Syracuse. (R) since 1930; Admiracion Shampoo program (CBS), 1932-33; Ivory Shaving Cream program (NBC); sustaining CBS programs; also various local shows on this station and WXYZ, Detroit. (P) advertising salesman.

MILLER, VIVIAN McDONALD. Organist, WWVA, Wheeling. (R) since 1931; local shows. (P) theatre organist.

MILLET, ARTHUR. Network announcer. (R) Rich Man's Darling (Affiliated Products); Royal Football Roundup with Eddie Dooley (Royal Typewriters); Nash Speedshow; Quality Twins (Knox Gelatine); others.

MILLS, MRS. ALLIE. Network actress, producer. (R) Husbands & Wives (Pond's Creams and Face Powder).

MILLS, TOMMY. Sports commentator, WSBT-WFAM, South Bend. (R) several network broadcasts; also local shows on this station and WMAQ, Chicago. (P) head of speech department, University of Arkansas.

MILTON, JOHN. Network actor. (R) Snow Village Sketches (Loose-Wiles Biscuit Co.).

MINOR, VERN. Singer, announcer, KANS, Wichita. (V) stock, minstrels. (P) advertising.

MITCHELL, AL. Sports commentator, KGLO, Mason City. (R) various local shows.

MITCHELL, ALBERT. The Answer Man, WOR, Newark. (R) since 1933; various local shows. (V) 1927-32.

MITCHELL, DOLLY. Juvenile popular singer, WICC, Bridgeport.

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The New Yorkers

Fourteen mixed voices appearing on the Sealtest Sunday Night Party. WEAF, 10 to 11 P.M. 40th week.

The Woodbury Ensemble

Seven mixed voices on the air with Frank Parker and Shep Fields. Sunday nights at 9, WJZ. 21st week.

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The Columbia Broadcasting System's outstanding concert ensemble, under Mr. Murray's direction for two years. Appears in the winter season at 5 P.M. on Sundays. 8th year.

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Twenty-four male voices appearing at the Greater Texas and Pan-American Exposition at Dallas, Texas, for 20 weeks, opening June 12th.

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Mr. Murray arranges for and coaches the famous 18-voice Chesterfield Chorus, WABC, Wednesdays at 9 P.M.

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Mr. Murray was guest conductor of the NBC Symphony Orchestra during a Coronation broadcast to the B.B.C.

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1935—Manhattan Choir—26 weeks
1936—Socony Red Horse Tavern—51 weeks
1936—Chrysler Air Show—13 weeks

also—Madison Singers, Candlelight Singers and Mayfair Singers—CBS sustaining

MITCHELL, EDWARD. Musician, WHO, Des Moines. (R) local shows, including Oshkosh Overall Co. program. (P) upholsterer; music teacher.

MITCHELL, ELSIE. Continuity writer, WRAX-WPEN, Philadelphia. (P) Benton & Bowles advertising agency.

MITCHELL, ERNEST. 'Cellist, WHO, Des Moines. (R) since 1935; local shows on this station and KSO, Des Moines, including Budweiser Beer program, 1935. (L) 1918-22.

MITCHELL, FRANKLIN CARL. Announcer, singer, WJR, Detroit. (R) local shows, including The Allen Family (Hickok Oil), 1937. (F) commercials, 1936-37. (P) shipping clerk.

MITCHELL, J. B. Announcer, CKTB, St. Catherines, Ont. (R) local sustaining shows.

MITCHELL, LESTER. Actor, director, announcer, WJBK, Detroit. (R) since 1935; local shows on this station and WXYZ, Detroit, including Ann Worth-Housewife (Gordon Baking Co.), 1935; Lone Ranger (Silver Cup Bread), 1936. (F) The Gaucho (United Artists), 1927; My Best Girl (Pickford Co.), 1927; others. (L) stock productions.

MITLER, BESSIE. Pianist, WRJN, Racine. (R) various local shows. Organist and pianist, Warner Bros. Theatres.

MODARELLI, ANTONIO. Network conductor. (R) The Music You Love (Pittsburgh Plate Glass Co.).

MODERSKI, STANISLAUS. Polish programs, WRAX-WPEN, Philadelphia. (R) various local shows.

MODERN MOUNTAINEERS (WILLARD JOYCE, DON PAGANO, JOE DEMCI, MICKEY & PETE LE DONNE). Novelty instrumental band, WICC, Bridgeport. (R) since 1931; CBS shows, 1935-36; also various local shows, including Crazy Water Crystals program, 1931.

MOEGLE, FRED. Announcer, singer, WTMV, St. Louis. (R) since 1936; local shows. (L) wrote, produced, professional minstrel show, 1935. (P) school.

MOESER, FRANK. Pianist, KOB, Albuquerque. (R) since 1936; local shows. (V) Tip Top Revue, 1933; Ramblers in Rhythm, 1935; Mardi Gras Nights, 1935-36.

MOHN, MONTGOMERY. Actor, KPO-KGO, San Francisco. (R) various shows, including Sperry Special (Sperry Flour Co.), 1936; Winning the West (Occidental Life Insurance Co.), 1936-37; Death Valley Days (Pacific Coast Borax), 1936-37. (L) Alice in Wonderland, 1933; The Drunkard, 1934-35; others. (V) master of ceremonies in local night club.

MOLISON, INEZ. Singer, KFNF, Shenandoah. (R) since 1931; local sustaining shows.

MOLTZNER, MASON. Writer, director, actor, KGW-KEX, Portland. (R) since 1928; actor, writer, NBC; local shows. (F) The Unpardonable Sin, 1918; Poppy, 1919. (L) stock, 1903.

MONK, FRANK. Violinist, WHAM, Rochester. (R) since 1934, local shows, including Hank and Herb (Stromberg-Carlson Telephone Mfg. Co.), 1935-present. (V) 1918-23.

MONK, JOE. Pianist, orchestra leader, WHAM, Rochester. (R) local shows, including Stromberg-Carlson Telephone Mfg. Co. program. (V) pianist and leader, 1882-1929.

MONROE, PETE. Chief announcer, WHAS. Louisville. (R) Kentucky Derby (Brown & Williamson Tobacco Co.), CBS; local shows, including Crazy Water Crystals, Oertel Brewing, Emmart Packing programs. (V) personal appearances. (P) brokerage office.

"MONTANA MEECHY." Band player, WHKC, Columbus. (V) 1904-37.

MONTELL, DOUGLAS G. Sportcaster, announcer, KJBS, San Francisco. (R) since 1930; various shows, including sportcasts for Associated Oil, 1930-37, General Tire & Rubber Co., 1934.

MONTGOMERY, AARON ("TUT"). Pianist, guitarist, singer, WMFO, Decatur. (R) since 1933; local shows on this station and WNRA, Sheffield; WCOA, Pensacola. (V) Gingham Girl Revue, 1935.

MONTGOMERY, JOHN R. Announcer, actor, producer, KFEQ, St. Joseph. (R) since 1936; various local shows, including Jack Spratt Musical Clock (Jack Spratt Food Stores), 1937. (L) wrote, produced, Drums in the Night; Undertow, 1934-35. (V) Show Boat Follies, 1934. (P) college.

MOON, BOB. Announcer, KFAB, Lincoln. (R) since 1933; first show was Believe It or Not program, under supervision of Robert L. Ripley; also various local shows. (P) college.

MOORE, BETTY. Network programs on interior decoration. (R) Betty Moore Triangle Club (Benjamin Moore Paints).

MOORE, EDDIE. Announcer, WBAP, Fort Worth. (R) various local shows. (P) professional ball players.

MOORE, EMMETT. Announcer, KFVD, Los Angeles. (R) since 1928; various local shows. (F) produced own pictures in Ireland, 1931-32. (L) Emmett Moore Irish Players; 22 years.

MOORE, JAMES. Program director, announcer, singer, WLVA, Lynchburg. (R) since 1931; various local shows. (L) concert tour, 1928-30, 1932-33. (V) single act, 1927-28. (P) voice instructor.

MOORE, HAL. Network announcer. (R) Lazy Dan (Old English Floor Wax), 1934-35; Mrs. Wiggs of the Cabbage Patch (Jad Salts), 1935; Pick & Pat (U. S. Tobacco Co.), 1936-37. (F) Paramount Newsreels.

MOORE, LEE. Announcer, WPAY, Portsmouth. (R) local shows. (P) student.

MOORE, MARTHA (Flora Herzinger). Producer, actress, narrator, singer, KNX, Los Angeles. (R) since 1928; various shows on this station and KFSD, San Diego; KFWB, Los Angeles.

MOORE, RICHARD. Announcer, WAAT, Jersey City. (R) various local shows. (P) bell hop.

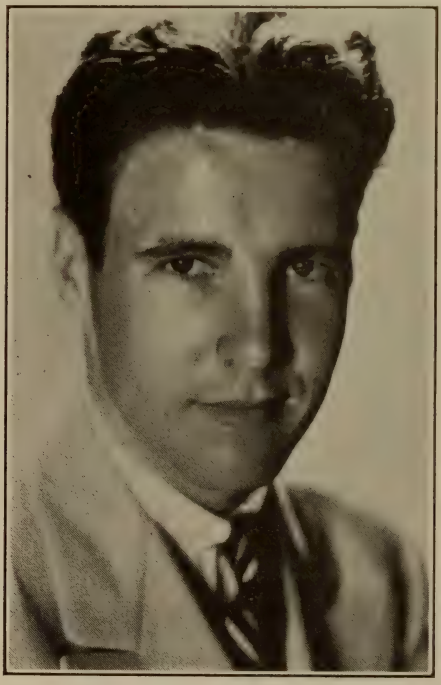
MOORE, SAM P. Writer, producer, musician, KPO-KGO, San Francisco. (R) since 1929; various shows including Shell Happy Time (Shell Oil), 1929-34; Breakfast with Sperry (Sperry Flour Co.), 1932-34; Team Mates (Wesson Oil & Snowdrift), 1932-33. (L) Ziegfeld Follies, 1919-20; (V) 1922-29. (P) music teacher.

MOORE, WALKER. Actor, WBAP, Fort Worth. (R) several local shows on this station and WJAS, Pittsburgh. (L) Sunbonnet Sue, 1923; Pancho Panza, 1924; Hi Ho, 1926; The Virgin, 1926; Carolinian, 1926. (V) 1925-26. (P) banker.

MOORE, VICTOR. Network comedian, actor. (R) 1937 Edition of Twin Stars with Helen Broderick and Victor Moore (National Biscuit Co.). (F) Gold Diggers; Swing Time; Make Way for Tomorrow; others. (L) Funny Face; Tip Toe; Of Thee I Sing; Anything Goes; Let 'Em Eat Cake. (V) 22 years.

MOOREHEAD, AGNES. Network dramatic actress. (R) Sherlock Holmes; Death Valley Days; Batter-Up; The Shadow; Lucky Strike program; Rinso program. (L) Scarlet Pages; Candlelight; Soldier & Woman; Marco's Millions.

MORE, FRANKIE. Announcer, WWVA, Wheeling. (R) since 1924; Alka-Seltzer



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BAKERS BROADCAST

Starting Fifth
Consecutive Season
October 3, 1937

7:30 Sunday Evenings

show (NBC), 1924-27; Ball Bros. Fruit Jar program (NBC), 1930; local shows for I. J. Fox, 1929; Crazy Water Crystals, 1935-36; Pinex Cough Syrup, 1936-37; Olsen Rug Co., 1937. (V).

MORELAND, EARL. Announcer, continuity, actor, WMC, Memphis. (R) local shows on this station and WHBQ, Memphis. (L) Little Theatre work. (P) shipping clerk.

MORELAND, PEG. Singer, guitarist, WFAA, Dallas. (R) since 1925; local shows.

MORRELL, BILL. Actor, announcer, musician, producer, WJBK, Detroit. (R) since 1923; local shows. (V) Sloane and Morell, variety act; master of ceremonies, singer, night clubs.

MORGAN, CLARKE. Organist, pianist, accordionist, KWK, St. Louis. (R) local shows including Listerine program. (V) hotel appearances. (P) student.

MORGAN, CLEM. Announcer, KIUL, Garden City. (R) various local shows on this station and KFH, Wichita; WDAH, El Paso; KGNO, Dodge City; KRLD, Dallas; WBAP, Ft. Worth; KMA, Shenandoah; KFBI, Abilene.

MORGAN, DALE. M.C., inquiring reporter, announcer, Iowa Broadcasting Co. (R) various shows including programs for Norge Refrigerator, Kelvinator, IGA stores. (F) trailers. (P) salesman.

MORGAN, GENE. Network actor, announcer. (R) Myrt & Marge (Colgate-Palmolive-Peet); Story of Mary Marlin (Kleenex), 1935-36; Romance of Helen Trent (Edna Wallace Hopper), 1935-36; Today's Children (Pillsbury Flour), 1936. (L) stock.

MORGAN, GENE. Announcer, news commentator, WFIL, Philadelphia, Pa. (R) since 1934; various local shows on this station and WIP, WDAS, same city, including sportscasts for Adam Sheidt Brewing Co., newscasts for Tydol. (P) construction engineering.

MORGAN, GERALD (BUD). Program director, writer, actor, KONO, San Antonio. (R) since 1931; local shows on this station and WGAR, Cleveland; KTSA, KMCA, San Antonio. (V) Bud & Henry, Bud & Skinny, Bud & Sugarfoot. (P) school.

MORGAN, HAROLD. Orchestra leader, WHO, Des Moines. (R) since 1935; local shows. (V) floor show engagements, 1935-37.

MORGAN, HELEN. Actress, KPO-KGO, San Francisco. (R) since 1936; local shows, including Death Valley Days (Pacific Coast Borax), 1937. (L) stock, 1925-28. (P) newspaper reporter.

MORGAN, JAMES C. Program director, writer, producer, KSFO, San Francisco. (P) Ladies Apparel Manufacturing Co.

MORGAN, JIMMY. Hillbilly singer, guitarist, WAAW, Omaha. (R) since 1934; local shows, including Sterling Insurance program. (V) Green River Entertainers, various theatres, 1933-37. (P) steel worker.

MORGAN, JOHN, JR. Announcer, WTAR, Norfolk. (R) local sustaining programs. (P) Merchant Marine Radio Telegraph Operator.

MORGAN, RAY. Announcer, WPG, Atlantic City. (P) law clerk.

MORGAN, RUSS. Network orchestra leader. (R) programs for Rinso and Lifebuoy, 1936; Philip Morris Cigarettes, 1937. (F) Music in the Morgan Manner (Paramount); Music by Morgan (Paramount); others. (V). (P) coal miner. Also recordings for Brunswick, and electrical transcriptions.

MORIN SISTERS. Network entertainers. (R) Sunset Dreams (Fitch Shampoo).

MORLEY, ED. Singer, WHO, Des Moines. (R) since 1933; local shows, including Oshkosh Overall Co. program, 1936-37. Member of Ford Motor Co. road show, 1936. (P) student.

MORNING, GLENN. Pianist, WHO, Des Moines. (R) since 1934; local shows. (P) teacher.

MORRALL, WILL. Announcer, production manager, WCLS, Joliet. (R) various local shows. (L) stock; board of directors, Y. M. C. A. Little Theatre group.

MORRIS, DOROTHY. Singer, KDKA, Pittsburgh. (R) various local shows. Solo engagements with Mendelssohn Choir of Pittsburgh.

MORRIS, FRANK. Musical director, WJAX, Jacksonville. (R) since 1930; local shows, including programs for RCA Victor, 1930; Sunoco, 1932. (V) 1927-30.

MORRIS, JACK. Guitarist, WPAY, Portsmouth. (R) since 1933; local shows.

MORRIS, MARGARET DILLON. Singer, pianist, WICC, Bridgeport. (R) since 1936; local shows. (P) organist.

MORRIS, MITCHELL. News editor, WSBT-WFAM, South Bend. (R) since 1928; local shows on this station and WBOW, Terre Haute; WGBF, Evansville; WHAS, WLAP, Louisville; WIRE, Indianapolis; WHBU, Anderson; WOWO, Fort Wayne. (P) newspaper man (Terre Haute Star, Terre Haute Post).

MORRIS, THOMAS H. Singer, KDKA, Pittsburgh. (R) various local shows. (L) Shubert Winter Garden show, 1922-23.

MORRIS, WILLIE. Network soprano. (R) programs for Vince, 1935; Socony, 1935; Lucky Strike, 1935; American Radiator, 1936; International Silver, 1936-37; guest appearances on Show Boat, 1936; Hammerstein Music Hall of the Air, 1937; Chevrolet program, 1937.

MORRISON, GORDON. Announcer, KRE, Berkeley. (R) since 1934; local shows on this station and KLX, Oakland. (P) ship radio operator.

MORRISON, HERB. Announcer, WLS, Chicago. (R) various local shows.

MORRISON, JIMMY. Singer, writer, actor, CFLC, Prescott, Ont. (R) local sustaining shows.

MORROW, BILL. Network writer. (R) shows for Jack Benny (with Ed Bedloin). (F) Paramount productions.

MORROW, LYNDEN. Vox pop interviewer, KDKA, Pittsburgh. (R) various local shows, including Minit Rub program, 1936-37. (P) newspaper reporter.

MORSE, CARLTON. Author, KPO-KGO, San Francisco. (R) since 1930; various shows, including Roads to Romance (Associated Oil), 1930-31; One Man's Family (Wesson Oil, Snowdrift, Kentucky Winners, Royal Gelatin, Tenderleaf Tea). (P) newspaper work.

MORTON, COLONEL THOMAS A. Writer, lecturer, announcer, WFLA, Clearwater. (R) since 1936; local shows. (P) theatre manager, producer.

MORTON, HARRY J. Singer (Men of the West), KOA, Denver. (R) since 1927; various shows on this station and KFOX Long Beach; KFRC, San Francisco, including Ford Rangers (Ford Motor Co.), 1934-35. (L) The Spider, 1928. (V). (P) bookkeeper.

MORTON, HENRY. Director of Hick Ree Nuts, hillbilly band. WGAR, Cleveland. (R) since 1933; local shows including



RUBY NEWMAN

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Management:

ROCKWELL-O'KEEFE

Ann Mix and Her Cowboys (Crazy Water Crystals), 1933-35; Hank Keene's Radio Gang (Oshkosh Overalls), 1936. (V) since 1931; personal appearances; Hank Morton's Radio Gang. (P) seaman.

MORTON, JAMES A. Singer, choral conductor, WICC, Bridgeport. (R) since 1933; local shows. (L) New Haven Light Opera Co., 1933-34. (P) teacher.

MORTON, RUTH M. Writer, WBOW, Terre Haute. (R) various local shows. (P) copy writer.

MORTON, SAM. Musician, singer, KFPY, Spokane. (R) various local shows. (V). (P) student.

MOSBY, EDNA M. Actress, singer, announcer, KGVO, Missoula. (R) since 1933; local shows. (P) secretary.

MOSCOWITZ, MRS. JENNIE. Actress, mother roles, WEVD, New York. (R) local shows; guest appearance, Rudy Vallee Hour, 1936. (L) Counsellor-at-law; others.

MOSS, RUTH. Announcer, script writer, WNAC-WAAB, Boston. (R) since 1932; local shows including Read Your Future in the Stars (G & W Whiskeys), 1935. (L) Outward Bound, 1931; If I Were King, 1931; Merchant of Venice, 1932; others.

MOUNTAIN MELODY BOYS, THE. Mountain music singers, musicians, WSAZ, Huntington. (R) since 1935; various local shows on this station and WCMI, Ashland. (V) past 8 years.

MOYE, CLAUD. Mountain ballad singer, WBZ-WBZA, Boston. (R) since 1930; various local shows. (P) salesman.

MOYER, WILLIAM D. Studio technician, announcer, CKWX, Vancouver, B. C. (R) since 1927; local shows including program for William G. Wrigley, Jr., Co., 1937.

MOYLAN, DOROTHY ANNE. Juvenile actress, KYW, Philadelphia. (R) since 1936; local shows including Junior Thrillers of the Air (Sears-Roebuck & Co.), 1936-37.

MOYLES, JACK. Actor, announcer, producer, KPO-KGO, San Francisco. (R) since 1935; various shows on this station and KSFO, including Sperry Male Chorus Parade (Sperry Flour Co.), 1936-37; Refreshment Club (Coca Cola), 1936-37. (L) Wings Over Europe, 1933; Big-Hearted Herbert, 1934; Peg o' My Heart, 1934; others. (P) student.

MOYNIHAN, LILLIAN. Program director, pianist, WTAG, Worcester. (R) local shows on this station and WBZ, Boston, including New England Coke Co. program.

MUELLER, BOB. Orchestra leader, KGNC, Amarillo. (R) local show, 1937. (V) 1930-32.

MUELLER, MARVIN E. Announcer, actor, KMOX, St. Louis. (R) since 1932; various shows including programs for Crazy Water Crystals, Standard Oil, Kellogg Co., Hydrox Ice Cream, Phillips Petroleum, Penn Tobacco, Ford Motors, Lehn & Fink, Pontiac. (V) 1935. (P) college.

MULLINS, BERNARD L. Announcer, singer, WTIC, Hartford. (R) since 1932; local shows including American Oil program, 1935. (L) 1925-37.

MUMFORD, RALPH H. Musician, CFRN, Edmonton, Alta. (R) since 1935; local shows. (V) stage presentations, 1934-37.

MUNN, FRANK. Network singer. (R) American Album of Familiar Music (Bayer Aspirin), NBC; A. & P. Gypsies (A. & P. Tea Co.), NBC; programs for Buick Motor Co., Philco.

MURDOCK, E. VIRGINIA. Singer, WGY, Schenectady. (R) since 1936; local shows on this station and WIBX, Utica. (P) librarian, clerk.

MURDOCH, THOMAS. Singer, KDKA, San Francisco. (R) since 1929; various local shows on this station and WCAE, Pittsburgh. (V) appearances in Scotland as Pittsburgh's Scottish Tenor.

MURPHY, BOB. Announcer, KSTP, St. Paul. (R) since 1935; various local shows on this station and WDAY, Fargo. (P) laboratory work.

MURPHY, ED. Announcer, producer, WCLO, Janesville. (R) since 1935; various local shows. (V) m.c. for amateur shows, etc.

MURPHY, FLORENCE M. Actress, WCCO, St. Paul. (R) since 1932; CBS shows, Gold Medal Fast Freight, 1932; Lum & Abner, 1934; Minneapolis Symphony, 1934; local shows. (L) Seventeen, 1918-20; stock. (V) skit, 1920.

MURPHY, MORELAND W. Chief announcer, special events commentator, KCMO, Kansas City. (R) since 1931; network and local shows on this station and WIBX, Utica; KSD, St. Louis; WSYR, Syracuse; KMED, Medford; KPO, San Francisco, including programs for Chrysler, Phillips Petroleum, Barnsdall Refining, F. W. Fitch, Curtiss Candy, Richard Hudnut, Crazy Water Crystals.

MURPHY, PATRICK H. Network actor. (R) The Romance of Helen Trent (Edna Wallace Hopper), 1935; We Are Four (Munsingwear), 1935; First Nighter, Grand Hotel (Campana), since 1935;

Girl Alone (Kellogg Co.), since 1936; Welcome Valley (Household Finance Corp.), since 1936. (P) music teacher.

MURRAY, C. IRA. Musician, WLVA, Lynchburg. (R) since 1930; local shows. (V) Russ & Charlie, 1929.

MURRAY, HELEN L. Monologues, readings, WMEX, Boston. (R) various local shows on this station and WNAC, Boston. (P) Massachusetts Department of Education.

MURRAY, JOHNNY. Producer, m.c., KFWB, Los Angeles. (R) since 1931; various local shows. (F) Dawn Patrol, Weary River (voice double for Dick Barthelmess), 1929-30. (L) Take the Air; Good News. (V) singer and trumpeter with several orchestras.

MURRAY, KEN. Network comedian. (R) guest appearances on Rudy Vallee Program, 1933; Laugh with Ken Murray (Rinso & Lifebouy), 1936; Laugh with Ken Murray, since March, 1937 (Campbell's Soups). (F) Half Marriage (RKO), 1930; Leathernecking (RKO), 1932; Ladies of the Jury (RKO), 1933; The Crooner (Warner Bros.), 1933; Disgraced (Paramount), 1934; From Headquarters (Warner Bros.), 1934. (L) Earl Carroll's Vanities, 1934; Earl Carroll's Sketch Book, 1935. (V) Ken Murray's Show, 1924-37. Conducts daily column in newspaper.

MURRAY, LYN. Network vocal and orchestral arranger, conductor. (R) various shows including Bill & Ginger (Mueller's Spaghetti), 1933-35; Chrysler Show of the Air (Chrysler), 1935; Red Horse Tavern (Socony Oil), 1936; Sunday Night Party (Sealtest), 1936-37; Chesterfield Program, 1936-37. (L) Pan American Casino Revue, 1937.

MURRAY, MICHAEL DAIRE. Announcer, writer, singer, WCBM, Baltimore. (R) since 1936; local shows. (L) semi-professional productions, 1917-37.

MURRAY, TOM. Newscaster, contest editor, actor, announcer, WHAM, Rochester. (R) since 1936; various local shows. (L) Jitney Players, stock. (P) student, Drama Department, Ithaca College.

MURTAGH, WALTER. Announcer, singer, WQDM, St. Albans. (R) various local shows.

MUSSELMAN, HELEN. Actress, singer, KPO-KGO, San Francisco. (R) since 1933; various shows including Death Valley Days (Pacific Coast Borax), 1933-35; Winning the West (Occidental Life Insurance), 1934-35; One Man's Family (Tenderleaf Tea), 1937. (L) Duffy Stock Co., 1930. (P) college.

MYERS, FRANCES C. Announcer, actress, WEBC, Duluth. (R) various local shows. (P) secretary, personnel director.

MYERS, J. CLARENCE. Producer, KYA, San Francisco. (R) various local shows on this station and KQW, San Jose; KJBS, San Francisco. (P) newspaperman.

MYERS, PAUL. Writer, announcer, KFI-KECA, Los Angeles. (R) since 1930; local shows on this station and KFVD, KFAC, Los Angeles.

MYERS, STAN. Orchestra leader. (R) various network broadcasts. (F) short (Warner Bros). 1937. (V). Master Recording artist.

N

NALBY, MARY. Singer, WGY, Schenectady. (R) since 1927; various shows, including Fur Trappers (I. J. Fox).

NANIA, GIOVANNI. Commentator, WMEX, Boston. (R) various local shows.

NASH, DOUGLAS. Musician, singer, Mid-West Recordings, Minneapolis. (R) since 1934; various local shows.

NASSAU, JAMES A. Children's programs, WIBG, Glenside. (R) since 1933; vari-

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ous local shows on this station and WFIL, Philadelphia, including Uncle Jim's Happiness Club (Bost Toothpaste), 1933. (P) radio engineer.

NASSAU, JOSEPH M. Sports commentator, WIBG, Glenside. (R) since 1922; various local shows, including Marvel Cigarette program. (P) radio engineer.

NEUMANN, PHYLLIS. Actress, KPO-KGO, San Francisco. (R) since 1934; various shows, including Wheatenaville (Wheatena), 1934-35; Sperry Special (Sperry Flour Co.), 1935-36; Death Valley Days (Pacific Coast Borax), 1936.

NEAL, KAY. Singer, mistress of ceremonies, WHO, Des Moines. (R) local shows, including Virginia Dare House Party (Virginia Dare Extract Co.). (P) student.

NEAL, PAUL E. Musician, WBNS, Columbus. (R) since 1934; local shows. (F) California Straight Ahead; Hit and Run. (L) Modern Mummers, 1930-33. (V) 1932-37. (P) orchestra.

NEARY, EDMOND. Popular singer, WICC, Bridgeport. (R) since 1933; local shows. (P) salesman.

NEBLETT, JOHN F. Announcer, continuity writer, KWK, St. Louis. (R) since 1936; local shows on this station and WHAS, Louisville, including Sport Review (Wheaties), 1936. (V) m. c., hotels and night clubs.

NECHAMKUS, PAUL. Musician, WMCA, New York. (R) since 1932; various shows, including NBC sustaining shows, 1932; programs with Phil Spitalny's Orchestra, 1932; Carl Fenton's Orchestra, 1936-37. (L) Earl Carroll's Vanities, 1931-33; New Faces, 1933.

NEESE, ERLU. Singer, orchestra leader, WBIG, Greensboro. (R) since 1934; local shows, including A & P Tea Co. program, 1934-36; winner National Amateur Night (Feenamint Co.), CBS, 1935. (V) personal appearances.

NEFF, ERNEST D. Announcer, organist, pianist, KQV, Pittsburgh. (R) The Music You Love (Pittsburgh Plate Glass Co.), CBS, 1936; also various local shows on this station and WWSW, Pittsburgh.

NEHER, RICHARD. Singer, WHO, Des Moines. (R) since 1936; local shows, including Curtiss Candy program, 1937.

NEIL, GLADYS. Pianist, WKRC, Cincinnati. (R) since 1932; Smiling Ed McConnell (Acme Quality Paint), CBS, 1932; various local shows on this station and WLW, Cincinnati. (L) The Crooner, 1931. (V) Violet Carlson, Stanley Lester & LaMarr, 1930-33.

NEIL, GWYNETH. Singer, Iowa Broadcasting Co. (also harmonica player, soloist and member of Hi & Lo duo, KSO, Des Moines). (R) since 1927; appeared with Neil Sisters on Phil Baker's program (Armour & Co.), 1933-34; also various local shows for Pennzoil, 1927-33, General Tires, 1931. (V) 1927-33.

NEISON, RICHARD. Organist, WGRC, New Albany. (P) student.

NEISTAT, LOUIS. Actor, dialectician, WTIC, Hartford. (R) since 1935; local shows, including programs for Corn Products, Red Fox Ale, Guy Hedlund & Co. (L) stock; Hartford Civic Theatre, 1936-37. (P) salesman.

NEISTER, NOEL A. Musician, WLVA, Lynchburg. (R) since 1930; various local shows on this station and WGH, Newport News.

NELMS, NANCY NORMA. Singer, WDBJ. Roanoke. (R) guest on local shows.

NELSON, MARIE. Actress, WGN, Chicago. (R) various shows, including Brown Stone Front (Standard Oil), 1932; Orphan Annie (Ovaltine), 1933; Helen Trent (Edna Wallace Hopper), 1933-37; Myrt & Marge (Wrigley), 1933-36. (L) stock. (V) beginning 1910.

NELSON, OZZIE. Network orchestra leader. (R) since 1930; shows include Baker's Broadcast (Fleischmann Yeast for Bread), with Joe Penner, 1933-34; with Robert Ripley, 1935-37; with Edward Everett Horton, beginning in fall of 1937. (V) 1932-37; numerous night club and hotel engagements. (P) law student.

NELSON, RALPH. Announcer, KDB, Santa Barbara. (R) since 1935; network shows include March of Time (Time Magazine), 1935; The New Penny, Bambi (Sanka Coffee), 1936. (F) The Scoundrel (Paramount), 1935; Educational Shorts, 1935-36; Soak the Rich (Paramount), 1936. (L) The Taming of the Shrew, 1935; Cyrano De Bergerac, 1936; Hamlet, 1936; others. (P) student.

NELSON, RALPH. Sports, special features, announcer, KCKN, Kansas City. (R) since 1931; various local shows on this station and KVOR, Colorado Springs; KWBG, Hutchinson. (F) industrials, 1929. (P) sailor, student.

NELSON, THEODORE. Announcer, WDEV, Waterbury. (R) various local shows, including Wini Hight (Montgomery Ward); Sunshine Boys (Esso Service); Rexall Magic Hour (Rexall Drugs). (L) The Show Is On, 1935; Sky High, 1937. (V) Three Aces, 1935. (P) salesman. Has also made announcing transcriptions for Grunow, Frigidaire, Kelvinator, Chevrolet.

NESBITT, JOHN. Network writer, commentator. (R) The Passing Parade (Duart Sales for Creme of Milk Facial and Lipstick).

NESSELER, MURTIE. Singer, WHBF, Rock Island.

NETHERY, IRA MAE. Harpist, WFAA, Dallas. (R) since 1935; local shows, including Pepper-Uppers (Dr. Pepper's Beverages), 1935-37.

NEUMAN, HERMAN. Musical director, WNYC, New York City. (R) since 1935; various local shows. (L) Associate director, The Beggar's Opera. (P) Accompanist for opera and concert artists.

NEWBURY, WALDO S. Staff organist, pianist, WBRY, Waterbury, Conn. (R) since 1935; various local shows. (P) musical director, organist. Also in theatres for 14 years.

NEWELL, JIMMY. Network singer. (R) Burns & Allen (Campbell Soup Co.).

NEWHOUSE, JOHN R. Announcer, WFMD, Frederick. (R) since 1936; various local shows. (P) salesman.

NEWTON, DICK. Singer, pianist, KPO-KGO, San Francisco. (R) various local shows, including programs for Carlsbad Salts, Philco Radio. (V) night club appearances. (P) U. S. Army.

NEWTON, WALTON. Announcer, KNOW, Austin. (R) various local shows, including programs for Pontiac Motor Co., 1936; Greyhound Bus Lines, 1936.

NICHOLS, LORING ("RED"). Network orchestra leader, musical director, trumpeter. (R) Kellogg College Prom (Kellogg Co.), NBC, 1935-36; Atlantic Family (Atlantic Refining Co.), CBS, 1935-36. (F) Red Nichols and his World-Famous Pennies (Warner Bros.), 1935; Parade of the Maestros (Paramount), 1935; Million Dollar Notes (Paramount short). (L) Earl Carroll's Vanities, 1933-36; Strike Up the Band; Girl Crazy; Rain or Shine. (V) Red Nichols and his World-Famous Pennies, 1935. Brunswick and Victor recordings.

NICHOLS, "NICK." Announcer, musician, WJBK, Detroit. (R) since 1934; various local shows.

NICHOLSEN, JOHN. Actor, singer, CHAA. (R) various local shows on this and other Canadian stations. (L) stock. (V) 1923-1926. (P) Arctic explorer.

NICHOLSON, FABE. Musical director, WAAT, Jersey City. (R) since 1930; local shows. (P) engineering.

NICHOLSON, FRANK. Producer, m. c., script writer, California Radio System. (R) since 1929; CBS shows for Tidewater Oil Co., 1929; Majestic Co., 1930; local shows on this station and KGKO, Wichita Falls. (V) 1929.

NICHOLSON, MARGIE. Singer, WMCA, New York. (R) local sustaining shows. (P) student.

NICKSON, GEORGE. Singer, KPO-KGO, San Francisco. (R) since 1933; various local shows, including Souvenirs (Crazy Water Crystals), 1933-34; Lipton's Tea Jamboree, 1934-35; Women's Magazine of the Air (Scot Towels). (V).

NIESEN, CLAIRE. Actress, WHN, New York. (R) local shows, including Tasty-east program. (F) Court of Human Relations (Columbia); Bought Husband, 1936. (L) Alice on Broadway, 1933; Arrest that Woman, 1936. (V) Allite Revue, 1933.

NILES, KEN. Network announcer. (R) Bing Crosby Show (Woodbury Soap), 1934-35; Dick Powell (Old Gold Cigarettes), 1935; Hollywood Hotel (Campbell Soups), 1935; Burns & Allen (Campbells), 1936-37. (F) 1929-37; various shorts, trailers (Paramount, Fox, Universal, MGM). (L) Henry Duffy Players, 1928-29. (P) college.

NININGER, EVE HOOD. Pianist, WDBJ, Roanoke. (R) since 1936; local shows.

NIXON, DOROTHY. Singer, pianist, WBZ-WBZA, Boston. (R) since 1929; various local shows. (L) The Graham Players, 1922. (V) The Southern Singers, 1918.

NIXON, LARRY. Writer, producer, WNEW, New York. (R) various local shows. (P) radio trade journal editor, publicity, author various magazine articles.

NOA, JULIAN. Network actor. (R) Doc Pearson's Drug Store (Omega Oil).

NOAH, LORIN. Musician, WMT, Cedar Rapids. Member Peggy Fuller Orchestra.

NOBBS, GEORGE. Author, producer, m. c., announcer, WHN, New York. (R) since 1928; local shows, including, MGM Radio Movie Club (Watkins' Mulsified Shampoo), 1935-37; Holland House Coffee, 1935-36. (V) 1934-35. (P) radio engineer.

NOBLE, RAY. Network orchestra leader. (R) Burns & Allen (Grape-Nuts); others. (V) Personal appearances.

NOBLES, CHARLES A. General and special events announcer, WMCA, New York. (R) since 1935; various shows, including Ben Bernie & all the Lads

(American Can Co.), 1936; Esso News (Standard Oil Co. of New Jersey), 1935 to date.

NOBLETTE, IRENE. Network comedienne, singer. (R) Carefree Carnival, NBC; Fun in Swingtime (Admiracion Shampoo); guest appearances on Jack Benny's Jello show. (L) musical comedies, dramas. (V) Ryan & Noblette, H' Ya Boys.

NOREM, DOROTHY. Singer, WHO, Des Moines. (R) since 1936; local show. (P) student.

NOREM, HAROLD. Singer, guitarist, WHO, Des Moines. (R) since 1936; local show. (P) student.

NOREM, HELEN. Singer, WHO, Des Moines. (R) various local shows.

NOREM, MERLE (EDDIE). Singer, harmonica player, WHO, Des Moines. (R) local show, 1936-37. (P) student.

NORMAN, ERIC. Announcer, WHAS, Louisville. (R) local shows on this station and WACO, Waco; KIUL, Garden City; KGFG, KFXR, Oklahoma City. (L) stock.

NORMAN, MOON. Singer, WHO, Des Moines. (R) since 1936; local show. (F) shorts (Paramount, Fox). (V) George Shelton act; night club engagements.

NORMAN, NEIL. Program director, sports announcer, WIL, St. Louis. (R) since 1932; local shows, including play-by-play Hockey (Philco), 1936-37. (L) Buddies, 1921-22; dramatic stock, 1922-23; 1923-31. (P) commercial artist.

NORMAN, RICHARD. Announcer, WOV, New York. (R) since 1933; various local shows. Formerly staff announcer at WBNS, WCOL, Columbus, and WAAT, Jersey City.. (L) Once in a Lifetime, 1932; Players Guild of Columbus, 1933-34.

NORMAN, SICKEL. Script reader, writer, commentator, KYW, Philadelphia. (R) since 1928; local shows, including Atlantic Family, 1936; Sally at the Switchboard (Sears-Roebuck), 1936-37. (L) Hard to Get a Job, 1934; The Youngest, 1935; The Drunkard, 1936; others. (P) illustrator, designer.

NORRIS, BOE. Musical director, orchestra leader, WSOC, Charlotte. (R) since 1931; local shows. (P) orchestra.

NORRIS, PAUL WESLEY. Program director, announcer, WSOC, Charlotte. (R) local shows on this station and WENR, Chicago. (P) Wurlitzer Company demonstrator.

NORTON, ADELAIDE. Concert soprano, WOR, New York. (R) Weston Romancers (Weston Biscuit Company), since February, 1937.

NORVELL SLATER MODERN CHOIR. Singers, WHB, Kansas City. (R) local shows. (L) musical prologue to Bury the Dead, 1937.

NOSSAMAN, DICK. Actor, KDFN, Casper. (R) since 1936; various local shows. (P) student.

NOVAK, PHYLLIS. Network actress. (R) Modern Cinderella (General Mills).

NOVELTY ACES, THE. Musicians (hill billy, swing, novelty), KMA, Shenandoah. (R) since 1933; local shows on this station and WHO, Des Moines; KFAB, Lincoln. (V) WHO Barn Dance Frolic, 1933; WLS Merry-Go-Round, 1934; Blue Ridge Mountaineers, 1934.

NOVIS, DONALD. Network singer. (R), since 1932; Woodbury program with Morton Downey, 1932-33; Colgate House Party, 1934; guest appearances on Best Foods Musical Grocery Store, Ipana Troubadours, Ben Bernie program, Plough's Musical Cruiser of the Air. (F) Bulldog Drummond; shorts (Mack Sennett). Winner of Atwater Kent audition, 1928. (L).

NOWINSON, DAVE. Producer, Iowa Broadcasting Co. (R) various shows in 1935 and 1936. (P) newspaper and magazine writer.

NURSE, ALVIN. Singer, KPO-KGO, San Francisco. (R) since 1932; various shows including Team Mates (Wesson Oil), 1932; Carnation Milk program, 1932-33. (L) Crosscut Timber Cruises, 1934-35. (V) Southern Harmony 4, 1932-37. (P) insurance salesman.

NUSBAUM, MORTIMER. Announcer, continuity writer, actor, WSAY, Rochester. (R) various local shows including Socony Vacuum program, 1936. (L) Hymn to the Rising Sun, 1935; On To Such Glory, 1936. (P) college.

NYKLICEK, GEORGE. Organist, California Radio System. (R) since 1927; True Detective Mysteries (NBC); also various local shows. (V) accompanist for Mme. Donalda, 1924-25, for Alice Gentle, 1933. (P) secretary.

O

O'BRIEN, ADORIAN. Singer, WNAC, Boston. (R) since 1930; local shows. (V) 1933-36. (P) post office employee.

O'BRIEN, DARRIN. Orchestra leader, WLVA, Lynchburg. (R) various local shows. (V) engagements with parents, Edwards & Amonita, 1909-12; stage band, 1924-26.

PARKYAKARKUS

RINSO-LIFEBUOY PROGRAM
with
AL JOLSON — C.B.S.

Under Contract
RKO
STUDIOS

Exclusive Management — WM. MORRIS AGENCY



RAYMOND PAIGE

Musical Director

•

Hollywood Hotel
CBS
Coast-to-Coast

O'BRIEN, JERRY. Irish accordionist, WNAC, Boston. (R) since 1935; local shows on this station and WAAB, Boston.

O'BRIEN, JOHNNY. Harmonic player, KPO-KGO, San Francisco. (R) since 1929; shows include Ben Bernie program (Pabst Blue Ribbon Beer), and programs for Sperry Flour, Crazy Water Crystals, Big Yank Shirts, Carnation Milk, Associated Oil Co. (V) personal appearances.

O'CONNOR, GEORGE. Author, WNYC, New York City. (R) since 1935; human interest stories and poems. (L) Minstrel Man, 1909-1911. (P) black face dancer.

O'DAY, JUNIOR. Network actor. (R) Big Sister (Rinso).

O'DETTE, JAMES. Musician, WHBF, Rock Island.

O'HAIRE, EUGENE R. Actor, script writer, announcer, singer, WGY, Schenectady. (R) since 1933; various local shows, including Hudson Coal and Peter Schuyler Cigar programs. (L) Slippy McGee, 1926; The Trial of Mary Dugan, 1928. (V) 1927-29. (P) theatre treasurer.

O'HARA, JOHN. Sports commentator, KWK, St. Louis. (R) local shows on this station and WBBM, WJJD, Chicago, including shows for General Mills and Texaco. (F) Paramount Newsreels, 1929-36. (V) master of ceremonies for radio troupe, 1927-28.

O'HEREN, DICK. Singer, WHK-WJAY, Cleveland. (R) various local shows.

O'KANE, RUTH. Blues singer, California Radio System. (R) since 1936; various NBC sustaining shows, 1936-37; also local shows.

O'KEEFE, WALTER. Network M.C., comedian, singer. (R) Saturday Night Party (Sealtest Laboratories); Town Hall Tonight (summer show), 1937; others. (L). (V).

O'LEARY, ALICE. Blues singer, WNAC, Boston. (R) since 1932; local shows including programs for Acme Paints, 1935; Ce-Lect Bread, 1937. (V). (P) secretary.

O'MALLEY, MYLES F. Musician, WNAC, Boston. (R) since 1935; local shows. (P) bank teller. Also Decca Recordings on Irish tin whistle.

O'MALLY, NEIL. Network actor. (R) Bobby Benson (Hecker H-O Co.).

O'MEARA, CARROLL. Continuity editor, KHJ, Los Angeles. (R) since 1934; local shows. (P) newspaper work.

O'NEILL, DOUGLAS JACK. Announcer, WIBX, Utica. (R) since 1932; local shows on this station and WBBM, WCFL, Chicago; WMFF, Plattsburg, including Today in the News (Dodge Dealers); football broadcasts (Packard Motors). (P) college.

O'NEILL, JAMES L. Comedian, actor, KYW, Philadelphia. (R) since 1933; various local shows on this station, and WJR, WXYZ, Detroit, including Lone Ranger (Gordon Baking Co.), 1935. (F) commercials. (L) stock. (V) Davis & Blood; The Devil's Mate. (P) engineer.

O'NEILLS, THE. (Author, **Jane West**; Cast: **Jimmy Janey, Violet Dunn, Jack Reubin, Janice Gilbert, Jimmy Donnelly, Chester Stratton**). Dramatic sketch. (R) The O'Neills (Procter & Gamble), three years.

O'TOOLE, TERRY. Singer, Irish commentator, WNAC, Boston. (R) since 1934; local shows on this station and WBZ-WBZA, Boston, including Dick Tracy (Tastyeast), 1934. (V). (P) student.

O'TOOLE, WILLIAM J. Announcer, WCAO, Baltimore. (R) since 1930; local shows. (V) minstrel shows.

OAKIE, JACK. Network actor, comedian. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co.), Camel Cigarettes, 1936-37; guest appearances, Lux Theatre (Lux Soap); Lifebuoy Program; Kraft Program. (F) Chinatown Nights (Paramount); Hit the Deck (RKO); College Humor (Paramount); Call of the Wild (20th Century Fox); Colleen (Warner Bros.); The Girl From Paris (RKO); Champagne Waltz (Paramount); others. (L) Innocent Eyes; Artists & Models; chorus boy. (P) office boy, Wall Street.

OBOLER, ARCH. Network writer. (R) original plays for Rudy Vallee Hour (Standard Brands); Irene Rich (Welch's Grape Juice); Grand Hotel (Campana Sales); Lights Out (NBC sustaining program).

ODELL, STUART. Announcer, impersonator, WHIS, Bluefield. (R) since 1934; local shows, including Grunow Varieties, 1934. (V) master of ceremonies for Gloom Chasers, 1935-37.

OFFICE GIRLS (JEAN CHASSELS; JEAN LANE; ESTHER WITT). Singers KSD, St. Louis. (R) since 1934; local shows, including Standard Oil, 1935; Hydrox Ice Cream, 1935; Barnsdall Oil, 1936.

OHL, FRED. Announcer, program director, KWKH-KTBS, Shreveport. (R) various local shows.

OLDHAM, JOHN HAROLD. Singer, WWVA, Wheeling. (R) since 1933; local

shows. (V) personal appearances, 1933. (P) clerk.

OLDHAM, NASON M. Singer, actor, pianist, WHKC, Columbus. (R) since 1934; local shows, including Hutton Corners (Montgomery-Ward), 1936.

OLIN, BRUFF W. Chief announcer, WIBX, Utica. (R) various shows, including Big Parade (Virginia Dare Wines); Radio Roundtable (A. & P.), Michigan Network, 1934; Vic & Sade (Crisco), NBC Southwest, 1935; sustaining shows, NBC, CBS, Mutual.

OLIVER, FRANK. Actor, script writer, WGY, Schenectady. (R) since 1922; various local shows, including programs for Quaker Oats, 1931, Marlin Razors, 1936. (F) Biograph productions, 1907-08; Warren Films, 1915. (L) Cinderella (London production), 1885; Illusion of Beatrice with Maude Fealy, 1906. (V) sketches.

OLMSTED, NELSON. Announcer, program director, KNOW, Austin. (R) since 1936; local show. (P) college.

OLSEN, ERLING C. Religious and financial news commentator, WMCA, New York. (R) local show, 1934-37.

OLSON, ENAR. Harmonica player, KUJ, Walla Walla. (R) since 1936; local show. (P) theatre manager.

The Ave Maria Hour
The Bible House Hour
The Saint Anthony Hour

The Jr. G-Men

totaled more than 6000 single station broadcasts during past two years.

Production
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Scripts:
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Faith Ellen Smith
Gilbert Braun

Music:
Fr. Mark, S.A.
George Shacley
George Grant

Cast:
Donald Randolph, James Marr, James LaCurto, Roy LeMay, Rena Craig, Jean Thompson, Phil Forster, Steve Best, Eddie Ryan, Junior Bealin.

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ROXY THEATRE, N. Y.

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Paramount on WOR

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Agency
N. W. Ayer & Son, Inc.

OLSON, HARVEY. Announcer, continuity writer, WDRC, Hartford. (R) various shows on this station and WNAC, WAAB, Boston; WNBH, New Bedford; WATR, Waterbury, including News (Tidewater Oil Co.), 1936. (L) stock.

OLSON, JOHN LEONARD. Announcer, WTMJ, Milwaukee. (R) since 1928; local shows, including Heinie and His Grenadiers (Alka-Seltzer), 1936-37. (F) commercials, 1936. (V) personal appearances with radio stars.

OLSON, RAY L. Director, announcer, singer, WNAX, Yankton. (R) since 1933; local shows.

OPPENHEIMER, JESS. Writer for H. N. Swanson, Inc., program producers.

ORGAN, ROBERT J. Musical director, arranger, KOA, Denver. (R) since 1932; local shows. (L) 1915-16. (V) 1919-21, 1922-23; 1930-31; 1933-35.

ORIGINAL DIXIELAND JAZZ BAND. Dance band. (R) various network broadcasts, including guest appearances on Rudy Vallee Hour, Ben Bernie Program, and RCA Magic Key. (F) March of Time. (V) Victor Recordings.

ORLANDO, NICHOLAS. Writer for Henry Souvaine, Inc., program producers.

ORMANDY, EUGENE. Network conductor. (R) Ford Sunday Evening Hour; Philadelphia Orchestra (40 American banks).

ORMSBY, PHYLLIS. Singer, actress, WHK-WJAY, Cleveland. (R) local sustaining shows.

ORR, DELLA D. Musical director, organist, pianist, announcer, WCLO, Janesville. (R) various local shows.

ORR, RUTH. Singer, WROK, Rockford, (R) since 1934; various local shows on this station and WLS, Chicago. (P) clerk, packer.

ORRISON, JACK. Actor, KOA, Denver. (R) since 1934; local shows. (L) Forsaking All Others, Counsellor at Law, One Sunday Afternoon; others. (P) college.

ORTENBERG, MICHAEL. News editor, writer, WMCA, New York. (R) newscasts for Pinex Cough Syrup, Natural Bloom Cigars; others.

ORTH, BELL (UNCLE JONATHAN). Comedian, actor, WAAT, Jersey City. (R) various local shows on this station and WJAY, Cleveland, including Coca Cola program. (L) Midsummer Night's Dream, 1928; The Thirteenth Chair, 1928. (P) student.

ORWIG, GEORGIA. Pianist, singer, WSOC, Charlotte. (R) local shows. Soloist, Pittsburgh String Symphony Orch. (P) music teacher.

OSBORN, GEORGE A. Musician, KMOX, St. Louis. (R) various shows on this station and KSTP, Minneapolis-St. Paul. (V) 1922, 1927.

OSBORNE, WILLIAM. Guitarist, WHO, Des Moines. (R) since 1936; shows include Sinclair Minstrels, 1936. (V) night club engagements, 1934.

OSBORNE, WILL. Network orchestra leader. (R) programs for Pebeco Toothpaste, Linit, Kremel, Mazola, Karo Syrup, Herbert Diamonds. (F) shorts (Paramount, Warner Bros.). (V). (P) college.

OSEDACH, JOHN. Orchestra leader (Russian Balalaika), WICC, Bridgeport. (R) since 1936; local shows. (P) salesman.

OSGOOD, RICHARD E. Actor, writer, dramatic director, Michigan Network. (R) True Story Hour (True Story Magazine), CBS, 1927-28; Empire Builders (Pacific Coast Borax), NBC, 1929; Collier Hour (Collier's Magazine), NBC, 1930; also local shows on this network and WOR, New York; WABY, Albany. (F) Stolen Heaven (Paramount), 1931. (L) Hamlet, 1925. (V) 1928.

OSGOOD, NANCY. News commentator, announcer, producer, writer, actress, Michigan network, Detroit. (R) since 1927; Prudence Silk Stocking Club (CBS), 1931; local shows on this station and WNAC, WEEI, WBZ-WBZA, Boston; WGLC, Hudson Falls, including B & M Beans program, 1929; Moxie Hour (Moxie Co.), 1929; Apollo Chocolateers, 1929. (F) commercials. (L) stock, 1925-27.

OSHMAN, ANSEL. Violinist, conductor, KOBH, Rapids City. (R) since 1929; local shows on this station and KTUE, Houston; KGKO, Wichita Falls. (P) theatre orchestra.

OSTENKAMP, THEODORE A. Announcer, WOL, Washington. (R) various local shows. (P) salesman.

OTT, GEORGE. Singer, actor, WSAY, Rochester. (R) since 1934; local shows. (L) Macbeth, 1932. (V) night club engagements, 1933-35.

OTT, TOMMY. Pianist, organist, announcer, WHBF, Rock Island. (R) local shows on this station and WLW, Cincinnati.

OTTEN, THEODORE. Percussionist, xylo player, WHAS, Louisville. (R) since 1935; various shows, including Lady Beautiful (Armand), 1935; Kate Smith (A & P Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Faw-

cett Stock Co. (V) presentation road shows, 1933.

OTVOS, A. DORIAN. Writer for H. N. Swanson, Inc., program producers.

OWEN, ETHEL. Network character actress. (R) Today's Children (Pillsbury Flour), NBC; Modern Cinderella (General Mills), CBS; The Guiding Light, NBC; Behind the Camera Lines. (L) stock.

OWEN, FORREST F., JR. Announcer, WELL, Battle Creek. (R) since 1934; local shows. (P) student.

OWENS, JACK. Singer, pianist, California Radio System. (R) since 1933; Realsilk, NBC, 1933; Armstrong Paint, NBC, 1935; Pennzoil Parade, CBS, 1933. (L) Goodbye Again, 1935. (V) appeared with Ted Weems.

OWEN, JEANNE. Network character actress. (R) The Family Goes Abroad; Penrod and Sam; Sherlock Holmes; Eno Crime Clue (Eno Salts); The Silver Flute. (L) stock; Broadway productions.

OWEN, KENNETH. Announcer, KGW-KEX, Portland. (R) since 1936; local shows. (P) radio technician.

OWENS, MAURICE. Sports announcer, WROK, Rockford. (R) various local commercial and sustaining events.

P

PACCA, SAM. Musician, WICC, Bridgeport. (R) since 1937; local shows.

PACELLI, FRANK. Network actor. (R) Tale of Today (Princess Pat, Ltd.).

PADGETT, DON. Singer, WNBR, Memphis. (R) local shows.

PADGETT, LAMAR P. Announcer, news reporter, WCHV, Charlottesville. (R) various local shows. (V) Everett Lawson's Southland Vanities, 1933; Billy Pearl Road Show, 1934. (P) student.

PAGE, BILLY. Network actor. (R) One Man's Family (Tenderleaf Tea).

PAGE, BOB. Singer, organist (Mason & Dixon Trio), WMCA, New York. (R) various shows, including Pick & Pat program, 1935-36. (L) The Cat and the Fiddle, 1932-33. (V) Bob Page and his orchestra, 1926-27. (P) construction engineer.

PAGE, DOROTHY. Network actress. (R) Irvin S. Cobb and His Paducah Plantation (Olds Motor Works).

PAGE, GALE. Network singer. (R) Tea Time at Morrell's (Red Heart Dog Food).

PAGLIARA, NICHOLAS. Program director, West Virginia network. (R) various

DON PRINDLE

Nine Years of Radio Writing

JOE PENNER SERIES

1937—1938

—And for RKO

"NEW FACES OF 1937"

"LIFE OF THE PARTY"

CBS and local shows. (F) commercials. (L) San Carlo Opera Co.; Eastman Opera Co.; Rochester Civic Orchestra. (V) single act, 1919-20. (P) salesman.

PAEVEY, DON. Announcer, WLBC, Muncie. (R) since 1936; local shows, including Life of Mary Southern (Hinds); Dodge Showdown Revue (Dodge Motors). (V) night club revues, dance team and m. c., 1923-33.

PAGE, MRS. DOROTHY. Pianist, WPAY, Portsmouth. (R) local shows.

PAIGE, RAYMOND. Network conductor. (R) Hollywood Hotel (Campbell Soup Co.).

PAINTON, KEITH. Pianist, announcer, singer, KCRC, Enid. (R) since 1930; local shows. (V) 1933-34. (P) student.

PALMER, ADDISON. Announcer, WABI, Bangor. (R) various local shows. (P) newspaper work.

PALMER, GRETTA. Network commentator, author. (R) Heinz Magazine of the Air (Heinz Co.); Walker-Gordon program (WOR).

PALMER, VICTOR. Singer, KYW, Philadelphia. (R) various shows on this station and WEAF, N. Y.; WOR, Newark; WCAU, Philadelphia.

PARCHMAN, EARLE. Pianist, arranger, singer, impersonator, announcer, WJIM, Lansing. (R) since 1930; various shows, including Al Pearce and His Gang (Ford Motor Co.), 1937. (P) salesman.

PARK, JACK O. Conductor, WGRC, New Albany. (R) since 1930; local shows, including A & P Coffee program, 1930-31. (P) student.

PARK, NATALIE. Actress, KPO-KGO, San Francisco. (R) since 1933; various shows, including Hawthorne House (Wesson Oil & Snowdrift), 1936 to date. (L) You Can't Take It With You, 1937. (P) costume designer.

PARKER, BEN. Program director, actor, KIUN, Pecos. (R) various local programs.

PARKER, FRANK. Network singer. (R) A & P Gypsies (A & P Tea Co.); Cities Service Program, NBC; others. (L) concert and musical comedies. (V).

PARKER, JAMES. Actor, WFAA, Dallas. (R) since 1935; local shows on this station and KRLD, Dallas, including Greyhound Traveler (Greyhound Bus), 1935-36; Procter & Gamble program for Drene, 1936; Crime Reporter (Electrolux), 1937. (L) Little Theatre, 1923-37. (P) salesman.

PARKER, JAMES. Popular singer, announcer, continuity writer, program director, WATR, Waterbury. (R) various local shows including Football Flashes (General Mills), 1936; Facts Worth Knowing (Frigidaire), 1937. (P) student.

PARKER, KENNETH M. Announcer, WGES, Chicago. (R) since 1927; local shows including Musical Bouquet (S. M. S. Herb Nu-Tonic), 1927-28; Public Service Time (Rel and Rem), 1936-37; Musical Miniatures (Chevrolet Motor Co.), 1935-37. (P) advertising.

PARKER, LAURENCE M. Musical director, announcer, singer, KFEQ, St. Joseph. (R) since 1929; various local shows on this station and WJAG, Norfolk, including Travels of Mary Ward (Montgomery, Ward & Co.), 1937; Musical Moments (Chevrolet Motor Co.), 1937; Miniature Musical Magic Revue (Iowa Soap), 1936-37. (V) 1927-28. (P) orchestra player.

PARKER, MALCOLM. Program director, announcer, WELI, New Haven. (R) since 1936; local shows including The Sunday Call (New England Telephone), 1936. (L) 1927-30; The Civic Players, 1929. (P) student.

PARKER, MARGARET M. Singer, pianist, organist, actress, KFEQ, St. Joseph. (R) since 1928; various local shows including Marge & Park (Willard Tablets and Excelsior Crystals). (V) 1925-28.

PARKER, VICTOR. Director and announcer of Jewish programs, WLTH, New York City. (F) Der Geuisen. (L) Yiddish productions. (V) concerts, sketches.

PARKINSON, GEER. Organist, WBNS, Columbus. (R) since 1934; various local shows. Formerly theatre organist.

PARKS, BERT. Network actor. (R) Renfrew of the Mounted (Continental Baking Co.).

PARKS, BERT. Network announcer. (R) Five Star Jones (Mohawk Carpet), 1935; Renfrew of the Mounted (Wonder Bread), 1936; Palmolive Community Sing (Palmolive Soap), 1936; Bobby Benson (Hecker H-O Oats), 1936; Lavender and Old Lace (Bayer Aspirin). (F) Maestros on Parade (Paramount), 1936.

PARKYAKARKUS (HARRY EINSTEIN). Network comedian. (R) Eddie Cantor program (Pepsodent and Texaco); Al Jolson (Rinso and Lifebuoy). (F) Strike Me Pink; New Faces of 1937; The Life of the Party; An Apple a Day, with Joe Penner (production started summer of 1937).

PARLON, ALICE FRANCES. Announcer WBAA, W. Lafayette. (R) non-commercial shows from Purdue University.

PARODY BOYS (Charles Wright and Art Pickard). Singers, WICC, Bridgeport. (R) since 1935; local shows.

PARSONS, EDGAR. Musical director, arranger, producer, KGNC, Amarillo. (R) since 1932; local shows including Pure Oil Co. program, 1932. (L) stock, 1928-30. (V) Happy Days Band Unit, 1927-28. (P) music teacher.

PARSONS, JOSEPH. Network actor. (R) Greater Sinclair Minstrels (Sinclair Refining Co.).

PARSONS, LOUELLA. Network actress. (R) Hollywood Hotel (Campbell Soup Co.); numerous guest appearances. Newspaper columnist.

PASCOE, HARRY W. Continuity writer, WMCA, New York. (R) since 1929; various shows on this station and WABC, New York. (P) American Vice Consul in Mexico and Cuba.

PASTERNACK, JOSEF. Network conductor. (R) various programs for Atwater Kent, General Motors, Maxwell House Coffee; Around the World with Libby; Jack Frost Melody Moments. (L) conducted Century Opera Co.; Boston Symphony; Philadelphia Philharmonic.

PATRICELL, LEONARD J. Producer, choral director, WTIC, Hartford. (R) various local shows including Travelers Hour (Travelers Insurance Co.), 1934-36. (V) Director, Wesleyan University Glee Club, 1929. (P) college.

PATRICK, LEE. Network actor. (R) Wonder Show (Continental Baking Co.).

PATT, RALPH. Announcer, WJR, Detroit. (R) since 1925; local shows including Household Musical Clock (Household Finance Corp.). (P) advertising, newspaper.

PATTERSON, ANDY. Entertainer, musician, West Virginia Network, Charleston. (R) since 1934; local shows including Olson Rug program, 1936. (V) Cap, Andy and Flip.

PATTERSON, GEORGE. Announcer, actor, WAVE, Louisville. (R) since 1935; local shows including Louisville Motors (Ford), 1936; Minit Rub Program, 1936-37. (L) summer stock, 1926; Brown Players, 1927-29; National Players, 1932. (P) teacher.

PAUL, DAN. Announcer, actor, WDAF, Kansas City. (R) since 1935; local shows. (P) office boy.

PAUL TAYLOR CHORUS. Network singers. (R) Ry-Krisp presents Marion Talley (Ralston Purina); Kraft Music Hall (Kraft-Phenix Cheese).

PAYNE, BRUCE. Actor, writer, C. P. MacGregor Co. (transcriptions). (R) Eno Crime Clues (Eno Salts), 1933; Wheatena program; transcribed serials: The Hawk, Black Magic, The House of Peter MacGregor, Talking Drums, 1933-37. (L) The Green Hat, with Ruth Chatterton; I Love You (Belasco); Laugh, Clown Laugh, with Lionel Barrymore (Belasco); others. (V) Carter & Payne, 1935. (P) civil engineer.

PAYNE, JOHNNY. Network pianist, singer. (R) various network broadcasts.

PAYNE, LARRY. Announcer, writer, musical director, WIBM, Jackson. (R) since 1932; local shows. (P) salesman.

PAYNE, PHYLLIS P. Drama Guild, WCHS, Charleston. (R) local shows. (L) Seventh Heaven; The Late Christopher Bean; others. (P) secretary.

PAYNE, VIRGINIA. Network actress. (R) Oxydol's Own Ma Perkins (P. & G., for Oxydol).

PAYTON, JAMES. Announcer, WEBC, Duluth. (R) since 1927; various local shows.

PEABODY, EDWIN. Network string instrumentalist, master of ceremonies. (R) Safeway Stores program, NBC, 1933; Pure Oil Half Hour Starring Eddie Peabody, NBC, 1934; Eddie Peabody Rancho Hour, 1937; guest appearances, Rudy Vallee Hour, Maxwell House Show Boat. (F) musical shorts (Warner Bros.). (V)

DON QUINN

WRITING

"FIBBER McGEE and MOLLY"

OVER

NBC—RED NETWORK

FOR

JOHNSON'S WAX

road shows; appearances in Europe. 1926-37.

PEARCE, AL. Network master of ceremonies, comedian. (R) Al Pearce and Gang (Swift & Co.), 1930-35; programs for General Mills, Pebeco Tooth Paste; Watch the Fun Go By (Ford Motors), 1937. (F) The Hit Parade (Republic), 1937. (V) five years. (P) real estate.

PEARCE, JOHN J., JR. Producer, sound effects, script reader, KYW, Philadelphia. (R) since 1935; various local shows including programs for George Washington Coffee, 1936; Sears-Roebuck, 1937; Pontiac, 1937.

PEARL, MABEL. Producer, vocal arranger, KYW, Philadelphia. (R) various shows including Broadway Varieties (Bisodol), 1934-36; Hammerstein Music Hall (Kolynos Tooth Paste). (F) shorts (Pathe). (P) head vocal arranger, Irving Berlin, Inc.

PEARL, JACK. Network comedian. (R) programs for Chrysler, 1932; Frigidaire, 1935; Jack Pearl (Brown & Williamson Tobacco), since 1936. (F) Meet the Party; Hollywood Party; Meal Ticket. (L) Dancing Girl; Earl Carroll's Shows; Ziegfeld Follies; Pardon My English. (V) Bard and Pearl.

PEARMAN. FLORINE. Dramatic instructor, WBAP, Fort Worth. (R) various local shows. (P) director children's theatre, Fort Worth.

PECK, DORIS. Pianist, singer, WNBC, New Britain. (R) since 1935; local shows on this station and WTIC, Hartford. (L) director, pianist and arranger for stock productions, 1932, 1934. (V) The Scottish Twins, 1922-24; Dennie & Doris, 1927-30.

PEEPLES, CORNELIUS J. Network juvenile dramatic actor. (R) Painted Dreams, 1934-37; Orphan Annie; Romance of Helen Trent; Mary Marlin; Lum and Abner; Grand Hotel; Uncle Ezra; Jack Armstrong; Amos 'n' Andy; Tale of Today; First Nighter; Welcome Valley. (L) Dead End, 1936-37.

PEER, ARTHUR. Network actor, director. (R) various sustaining programs, 1937; local shows in Canada, 1936. (L) stock. (V).

PELLETIER, PAUL. Pianist, arranger, WMAS, Springfield. (R) since 1934; local shows. (L) 1930-34. (V) 1934-35.

PELLETIER, WILFRED. Network conductor. (R) Metropolitan Opera Auditions, Packard Hour, Firestone program, Roses & Drums (wrote music and conducted), Metropolitan Auditions of the Air, 1935-37, NBC. (F) conducted Big Broadcast of 1938. Has conducted Chicago Symphony, San Francisco Symphony, Los Angeles, Symphony, Cincinnati Symphony, Detroit Symphony and NBC Orchestra.

PELLETIER, VINCENT. Network actor. (R) Edgar Guest in Welcome Valley (Household Finance); The Contented Hour (Carnation Milk).

PENGRA, MARSHALL H. Sports, news commentator, KRNR, Roseburg. (R) local shows, including football and basketball (Associated Oil Co.).

PENMAN, CHARLES. Producer, WJR, Detroit. (R) since 1930; local shows, including Minute Mysteries (Mobile and Colgate - Palmolive - Peet); San Felice Cigars program; announcer for Father Coughlin, 1930-37. (L) stock: Spring Fever, 1925; The Hindu, 1926; The Royal Box, 1927; others. (V) dramatic acts in support of stars. (P) British Navy.

PENN, DAVID. Singer, commentator, narrator, WHIO, Dayton. (R) since 1932; local shows on this station and KHJ, Los Angeles; WLW, Cincinnati, including The Dayton Philharmonic Orchestra (Frigidaire), 1935-37. (F) Under the Pampas Moon (Fox), 1933; Charlie Chase Comedies (Hal Roach), 1933; others. (L) Australian production of The Mikado and Iolanthe, 1931. (P) student.

PENN, ZEKE (Eustace Zangreve). Hillbilly singer. (R) various local shows. (V) 1921. (P) Fireman.

PENNER, JOE. Network comedian. (R) The Baker's Broadcast (Fleischmann Yeast), 1933-34; Cocomalt program, 1936. (F) shorts (Warner Bros.), 1929; College Rhythm (Paramount), 1933; Collegiate (Paramount), 1934. (L) Greenwich Follies, 1927; Tattle Tales, 1928; East Wind, 1929. (V) since 1923. (P) piano salesman.

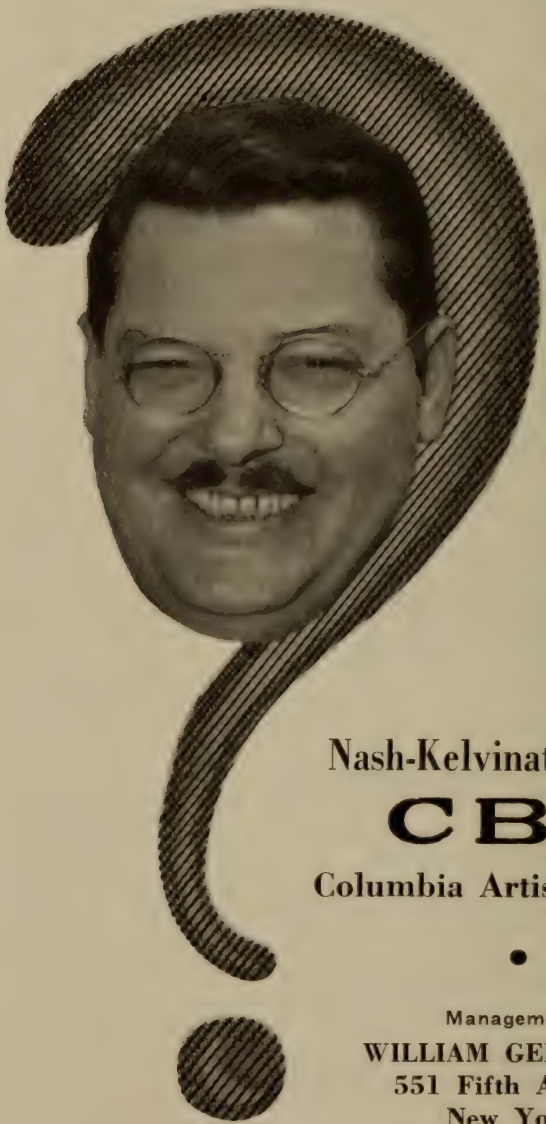
PERKINS, EARL. Cowboy, hillbilly entertainer, KXBY, Kansas City. (R) local sustaining shows. (V) Medicine Show, 1937; night club engagements.

PERKINS, EDWARD. Singer, WDBJ, Roanoke. (R) various local shows on this station and WRC, WJSV, Washington, including Frigidaire program, 1936-37; Pontiac program.

PERKINS, MATHILDA. Writer, producer. (R) transcription programs for W, E & G foot powder. (P) school teacher.

PERKINS, LOUIE. Singer (Three Romeos trio), WHAS, Louisville. (R) since 1934; various shows, including Here's to You (Oertel Brewing Co.), 1936-37.

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PERKINS, RAY. Network comedian, m.c., singer, pianist. (R) programs for Shell Oil, 1930; Libby's Pineapple, NBC, 1931; Frigidaire, NBC, 1931; Fleischmann Yeast, NBC, 1931-32; Packard Motors, NBC, 1932; Du Pont Paints, 1937; others. (F) shorts, 1936. (V) 1931-37. (P) advertising salesman.

PERKINS, SLEEPY. Banjoist, WPAY, Portsmouth. (R) since 1932; local shows, including Crazy Crystals program, 1932.

PERLMAN, SAMUEL. Accordionist, WBZ-WBZA, Boston. (R) local sustaining shows. (V) 1932-37. (P) night club entertainer.

PERLMUTTER, EDITH (EDITH JOLSON). Singer, WICC, Bridgeport. (R) since 1935; local shows. (V). 1935.

PERRIN, SAM. Network writer (with Arthur Phillips). (R) The Armour Ham program, 1934; Phil Baker (Good Gulf Gas), 1935-37. (F) The Big Broadcast of 1937 (Paramount).

PERRY, WILLIAM. Network entertainer. (R) Saturday Night Serenade (Pet Milk).

PETERS, JAMES C. Actor, KOMA, Oklahoma City. (R) various local shows.

PETERS, FRANK. Network actor. (R) Lights Out; History in the Making; others. (V) 1929-31. (P) Bible salesman.

PETERS, VINCENT. Network musician. (R) various sustaining ensembles. (V). (P). Sailor.

PETERSEN, JAMES ARTHUR. Program director, announcer, singer, KVI, Tacoma. (R) since 1926; local shows, including Sperry Male Chorus Parade (Sperry Flour Co.), 1935-37.

PETERSON, ARTHUR. Network actor. (R) Guiding Light (P. & G., for White Naptha Soap).

PETERSON, DONALD. Network free lance program producer. (R) producer and director of Famous Author Series (Red Book Magazine), 1930; Waterman Pen Club (Waterman Pen), 1930; Coffee Hour (A. & P. Tea Co.), 1931; Song Weavers (Vick Chemical Co), 1932; Junior G Men (Fischer's Bread), 1936-37. (F) assistant director, The Letter (Paramount), 1928; Hole in the Wall (Paramount), 1928-29; Coconuts, 1929. (P) naval officer.

PETERSON, EARLE A. Announcer, KVOL, Lafayette. (R) local shows on this station and KPAC, Port Arthur, including Chevrolet Transcriptions; Sears Jubileers (Sears - Roebuck); Ward's Riverside Ramblers (Montgomery Ward).

PETERSON, ERIC. Orchestra leader, WICC, Bridgeport. (R) since 1934; local shows. (P) machinist.

PETERSON, GERALDINE. Violinist, KOIN, Portland. (R) since 1936; local shows. (P) student. With Portland Jr. Symphony; Tacoma Philharmonic; Cornish Symphony Orchestra.

PETERSON, JOHNNY, musician, KSL, Salt Lake City. (R) since 1935; various local shows. (L) Spotlight Parade, 1933. (P) teacher.

PETERSON, ROY N. Musician, arranger, conductor, WTMJ, Milwaukee. (R) 1929; local shows. (V) 18 years.

PETRIE, CHARLES R. Continuity writer, producer, WCBA-WSAN, Allentown. (R) since 1930; local shows. (V) 1924.

PETRILLI, GENE. Musician, WHAS, Louisville. (R) since 1930; various shows including Studebaker Champions (Studebaker), 1930; Lady Beautiful (Armand), 1935; Kate Smith's program (A. & P. Tea Co.), 1936. (L) Wonder Bar (with Al Jolson), 1930; others. (V) Russ Morgan's Band, 1928; Victor Young, 1930.

PETRUZZI, JULIAN J. Actor, Michigan Network. (R) since 1933; various shows, including Tylers on Tour (Standard Oil of Ohio), 1933; Lone Ranger (Gordon Baking Co.), 1936-37. (L) stock. (P) prize fighter.

PETTAY, FRANCIS F. Announcer, WKRC, Cincinnati. (R) local shows on this station and WJW, Akron; WBNS, Columbus, including Dick Bray (Chrysler-Plymouth).

PETTENGILL, EDWARD L. Violinist, WESG, Elmira. (R) since 1935; local shows. Pit violinist, theatre and vaudeville houses.

PETTERSON, L. G. ("PAT"). Network singer (Maple City Four). (R) since 1926; Sinclair Minstrels (Sinclair Oil), 1933-37; Barn Dance (Alka-Seltzer), since 1933; NBC Farm & Home Hour, 1933-34. (F) Get Along Little Doggies (Republic), 1937. (V) WLS Show Boat; WLS Barn Dance.

PEZZOPANE, SAM. Accordionist, KLO, Ogden. (R) local shows on this station and KSL, Salt Lake City, including Lucky Strike program. (V) 1921-31; singe act. Recordings, Columbia, 1922-24.

PHARES, FRANK. Writer. (R) Mickey of the Circus.

PHELPS, PHELPS. News commentator, WMCA, New York. (R) since 1935; local shows. (P) Member of N. Y. State Legislature, 1924-37.

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PHELPS, WILLIAM LYON. Network speaker. (R) Heinz Magazine of the Air; Metropolitan Opera Series; programs for Underwood Typewriters, Swift & Co. Lampson professor, Yale University; president, New Haven Symphony and New Haven Little Theatre Guild.

PHILLIPS, AL (SLIM). Violinist (Oklahoma Outlaws), WHO, Des Moines. (F) Rootin', Tootin', Rhythm (Republic), 1937.

PHILLIPS, ARTHUR. Network writer (with Sam Perrin). (R) The Armour Ham program, 1934; Phil Baker (Good Gulf Gas), 1935-37. (F) The Big Broadcast of 1937 (Paramount).

PHILLIPS, DON. Announcer, actor, sound effects, KMOX, St. Louis. (R) since 1934; various shows, including programs for Tydol-Veedol Refining Co., 1936-37; Phillips Petroleum, 1936; United Remedies, 1936-37. (F) cameraman for Paramount News, 1929; aerial cameraman, Columbia Pictures, 1932. (V) appearances with B. A. Rolfe, Jan Garber, Meyer Davis and other orchestras. (P) photography.

PHILLIPS, HOWARD. Network singer. (R) since 1931; programs for Pond's Cold Cream, 1932; Mohawk Rugs, 1933; others; guest appearances, Lucky Strike program, Magic Key of RCA, Hollywood Hotel. (L) Sweet and Low (Billy Rose). (V) presentation with Johnny Green and Ray Noble. (P) Wall Street.

PHILLIPS, IRNA. Network script writer, actress. (R) Today's Children (Pillsbury Flour).

PHILLIPS, PAUL. Continuity editor, script writer, KMOX, St. Louis. (R) various local shows, including Five-Star Final (Kopper's Koke), 1935; Phillips "66" Poly Follies, 1937.

PICK & PAT (PICK MALONE & PAT PADGETTE). Network blackface comedians. (R) Pic & Pat (Dill's Best), since 1933; Molasses & January (Maxwell House Coffee); guest appearances. (F) shorts (Paramount); Hit Parade (Republic). (V).

PICKARD FAMILY. Entertainers, WWL, New Orleans. (R) since 1931; various shows, including Drug Trade Products Program, 1934-37. (V) personal appearances.

PICKARD, GEORGE. Announcer, WSPD, Toledo. (R) local shows on this station and WOOD, Grand Rapids, including programs for Schmidt Brewing Co.; Fels Naptha Soap.

PICKENS, JANE. Network singer. (R) Sunday Night Party (Sealtest Laboratories, ice cream and milk); others.

PIEROTTI, ALBERT. Sports commentator, WMEX, Boston. (R) various local shows. (P) physical instructor.

PIGGOTT, EILEEN. Singer, reader, KPO-KGO, San Francisco. (R) since 1927; various shows, including Memory Lane (General Petroleum), 1927-34.

PINNEY, GLADYS. Continuity writer, KSL, Salt Lake City. (R) various local shows. (P) newspaper writer.

PIOUS, MINERVA. Network entertainer. (R) Town Hall Tonight (Sal Hepatica and Ipana).

PLAMBECK, HERBERT H. Farm news editor, WHO, Des Moines. (R) since 1936; local show. (P) newspaper work.

PLANTATION BOYS (ALAN, KENNETH and HAVIS SMITH). Hillbilly singers, KONO, San Antonio. (R) since 1936; local shows. Victor recordings.

PLATT, KIN. Writer for H. N. Swanson, Inc., program producers.

PLUNKETT, IVAN WAYNE. Singer, WFAA, Dallas. (R) since 1934; local shows on this station and KTUL, Tulsa, including the Sears program (Sears-Roebuck), 1934. (L) stock, 1930-32. (P) violin teacher.

POLFUSS, LESTER. Musician, WJJD, Chicago. (R) since 1933; various local shows on this station and KMOX, St. Louis; WLS, Chicago; KWTO, Springfield, including programs for Firestone Rubber Co., Olson Rug Co., Crazy Water Crystals, Peruna, Willard Tablets. (V) WLS Road Show, 1934.

POLI, ADELAIDE JEANNE. Actress, musician, WELI, New Haven. (P) student.

POLIMENI, FRANK A. Announcer, WOV, New York. (R) since 1932; local shows, including Hecker's Flour, I. J. Fox programs. (L) Mimi Aguglia Co., 1926. (P) advertising.

PONSELLE, CARMELLA. Network operatic singer. (R) Broadway Varieties (Bisodol). (L) Opera. (V) Ponzillo Sisters.

POOLE, BOB. Announcer, WBIG, Greensboro. (R) since 1936; local shows, including B. C. Sports Review (B. C. Remedy Co.), 1936-37.

POOLE, DON. Singer, WAAW, Omaha. (R) since 1935; local shows, including Broken Hearted Cowboy (Sterling Insurance, 1937. (V) Barn Dance Varieties, 1935-37. (P) assistant theatre manager, aviator.



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POOLE, HENRY. Commentator, WDGY, St. Paul. Handles special news broadcasts.

POOLER, WALDO. Producer, actor, WTAM, Cleveland. (R) since 1928; local shows, including Hudson Motor Car Co. and American Gear Co. programs. (L) stock, 1908-12, 1925-27; musical shows, 1904-05. (V) Joe & Eddie, 1932-34. (P) personnel manager.

PORTER, DICK. Pianist, singer, WMCA, New York. (R) various shows on this station and WCKY, Cincinnati. (L) Beale Street, 1934. Recordings for Brunswick.

PORTER, JANE (CATHERINE SNODGRASS). Writes, conducts, KMOX Magic Kitchen, KMOX, St. Louis. (R) local shows on this station and WIL, St. Louis. (P) student.

PORTER, WINSLOW. Announcer, WMEX, Boston. (R) shows on Inter-City Broadcasting System, transcriptions on Yankee Network; also local shows on this station, including Salicon program, 1937. (P) student.

POSSELT, MARJORIE. Violinist, WMEX, Boston. (R) various local shows on this station and WHDH, WEEI, Boston.

POST, TOM. Network character and comedy actor. (R) since 1933; shows include Myrt & Marge (Wrigley Chewing Gum), 1933-34; Jimmy Allen (Richfield Oil), 1934-35; Helen Trent (Edna Wallace Hopper), 1934-36; Orphan Annie (Ovaltine), 1935-36; Oxydol's Own Ma Perkins (Procter & Gamble), 1936-37; Fibber McGee & Molly (Johnson's Wax), 1936; Mary Marlin (Kleenex), 1936; Jack Armstrong (General Foods), 1936-37; Edgar A. Guest (Household Finance), 1937. (F) commercial, 1936. (L) Joseph (John Goldman), 1930; stock, 1928-33.

POTTER, M. HENRY. Translator, writer, WRAX-WPEN, Philadelphia. (R) various Jewish shows. Columnist, The Jewish World, since 1919.

POTTER, PETER. Producer, announcer, M.C., writer, KNX, Los Angeles. (R) various local shows, including Western Home Hour (Sperry Flour Co.); Hollywood Barn Dance (United Drug Co.), 1936-37. (F) Naughty Marietta (MGM); Bright Eyes (Fox); Shipmates Forever (Warner Bros.). (L) MGM Stock Company; Petrified Forest.

POULL, JEAN. Actress, announcer, continuity writer, book reviewer, WHBF, Rock Island.

POWELL, DICK. Network singer, master of ceremonies. (R) Hollywood Hotel (Campbell Soup Co.). (F) Blessed Event; 42nd Street; Gold Diggers of 1933; Wonder Bar; Flirtation Walk; A Midsummer Night's Dream; Thanks a Million; others. (V) M.C., 3 years, Stanley theatre, Pittsburgh.

POWELL, RALPH (CY PERKINS). Musician, KANS, Wichita. (R) since 1932; local shows on this station and WHB, Kansas City; KWTO, Springfield; KTUL, Tulsa, including Crazy Water Crystals; Sears-Roebuck programs. Titan transcriptions, 1936. (V) Sod Busters, Melody Mountaineers, Kansas Cowboys, Montana Ranch Hands.

POWERS, BILL. Announcer, WDGY, St. Paul. (R) local shows on this station and WTCN, KSTP, St. Paul; WDAY, Fargo, including General Mills baseball broadcasts.

POWERS, MARGUERITE. Announcer, continuity writer, KOL, Seattle. (R) since 1927; various local shows on this station and KXRO, Aberdeen; KUJ, Walla Walla; KFJI, Klamath Falls; KAST, Astoria.

POWERS, RALPH. Announcer, news commentator, WFBR, Baltimore. (R) local shows, including Amoco News. (P) booker, Paramount Pictures.

POWERS, THOMAS. Announcer, WNAC, Boston. (R) since 1934; local shows, including Orange Hall Jamboree (Fels-Naptha), 1936. (P) accountant.

POWERS, TOM. Actor, writer, WOR, New York. (R) since 1934; network show, Tom Powers' Life Studies (S. C. Johnson & Sons), 1934-present. (F) silent pictures (Vitagraph, Hepworth Films of England). (L) New York shows since 1915.

POZZI, FRANCES. Harpist, KOIN, Portland. (R) since 1935; local shows. Member of theatre orchestra, 1929-30.

PRAY, CHARLES. Accordionist, pianist, arranger, WHO, Des Moines. (R) since 1935; local shows including presenting Virginia Dare (Virginia Dare Extract Co.), 1937. (P) life insurance salesman.

PREIS, BOB. Musician, singer, KMOX, St. Louis. (R) since 1930; various shows, including programs for Anheuser-Busch, 1930; Standard Oil, 1931; Chevrolet, 1932; Barnsdall Oil, 1933; Dodge Bros., 1934; Mobile Gas, 1936; Listerine, 1936-37. (V) Buddy, Zeb & Otto.

PREMMAC, CHARLES. Singer, actor, WHN, New York. (R) since 1929; network shows, as Pierre Brugnon (Evening in Paris Perfume), 1930-32; Franz



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PRESCOTT, ALLEN. Network actor. (R) The Wife Saver with Allen Prescott (Manhattan Soap Co. for Sweetheart Soap); others.

PRICE, JOHN J. Announcer, HGLO, Mason City. (R) various local shows.

PRIEST, RALPH. Program director, technician, announcer; KDB, Santa Barbara. (R) since 1933; various local shows. (P) farmer.

PRIGMORE, JACK M. Singer, WFAA, Dallas. (R) since 1932; local shows, including Greyhound Travelers (Greyhound Bus), 1935-36.

PRINDLE, DON. Network writer. (R) Joe Penner Show (Cocomalt), 1937-38. (F) New Faces of 1937 (RKO); Life of the Party (RKO).

PRITCHARD, DAVE. Singer, WRJN, Racine. (R) since 1929; various local shows on this station and WGN, Chicago. Appeared as soloist with Symphony Orchestra at Hollywood Bowl.

PROCTOR, ROBERT WEARING. Announcer, WDAE, Tampa. (R) local shows.

PROFESSOR QUIZ (CRAIG EARL). Network psychological programs. (R) Professor Quiz (Nash-Kelvinator Corp.).

PROSER, LEOPOLD. Writer. (R) Broadway Evening; The Monkey's Paw.

PROSNICK, OLGA. Singer, WMFG, Hibbing. (R) various local shows.

PROVAN, ROBERT M., JR. Announcer, WDRC, Hartford. (R) since 1935; various shows, including programs for Feiganspan Brewing Co., Richfield Oil. (P) Pratt & Whitney Aircraft Co.

PROVO, KEITH. Reader, KPO-KGO, San Francisco. (R) since 1935; various shows, including Slices of Life (Kraft Cheese), 1935.

PROW, EL. Announcer, WIND, Gary. (R) local shows. (P) professional baseball and football.

PUDNEY, EARLE. Program director, WATL, Atlanta. (R) since 1934; local shows on this station and WIBX, Utica. (V) 1925-29. (P) clerk.

PULLEN, PURV. Imitator, impersonator, singer, whistler, WADC, Akron. (R) since 1932; local shows on this station and KDKA, Pittsburgh, including Gene & Glenn (Quaker Oats Co.), 1932; Ben Bernie (Pabst Blue Ribbon), 1933-35. (F) Who Killed Cock Robin? (Walt Disney); Shoot the Works (Paramount), 1934; Jalna (RKO), 1935; Tarzan Escapes (MGM), 1936; others.

PULUSEK, LUDWIG. Announcer, WGES, Chicago. (R) since 1936; local shows, including Dance Time (Maytag Washing Machine), 1936-37; The Housewives Friend (Clorox Chemical Co.), 1936-37. (L) Polish Classics, 1928-29; Shakesperian productions, 1931-32. (P) secretary, advertising agency.

PURCELL, CHARLES. Announcer, WCAO, Baltimore. (R) since 1936; local shows, including S. S. Tonic Time, 1936. (V) 1922.

PURCELL, MAUREEN SEEGER. Organist, pianist, singer, WELL, Battle Creek. (R) since 1928; various local shows. (P) theatre organist.

PURNELL, JOHN. Announcer, WCAO, Baltimore. (P) teacher.

PUTNAM, GEORGE F., JR. Announcer, producer, KSTP, St. Paul. (R) since 1933; various shows on this station and WDGY, St. Paul. (F) commercials; Pathe News Reels.

PYE, JAMES. Violinist, KFNF, Shenandoah. (R) local shows on this station and WMBD, Peoria; KWK, St. Louis.

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QUARLES, WILHEHMINA. Musical director, WJRD, Tuscaloosa. (R) various local shows.

QUINCE, LOUIS. Actor, WFAA, Dallas. (R) since 1932; various shows on CBS; local shows include Hayloft Theatre (Aladdin Lamps), 1934; Doctor Pepper programs, 1935; Riding with the Texas Rangers (Kellogg Co.), 1935-37. (L) Theatre Guild, 1931-34. (P) bank.

QUINLAN, RED. Announcer, writer, WTAM, Cleveland. (R) author, Open Road (NBC sustaining); also various local shows on this station and WIND, Gary; KFWB, Los Angeles.

QUINN, DON. Network writer. (R) Fibber McGee & Molly (Johnson Floor Wax).

QUINN, ELWYN F. Announcer, producer, KDYL, Salt Lake City. (R) since 1935; local shows.

QUINN, REILAND. Producer, KYA, San Francisco. (R) since 1932; network show, Eno Crime Club, 1932; local shows.

QUIST, PHOEBE ANN. Singer, KFJM, Grand Forks. (R) since 1936; various local shows.

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RADCLIFFE, CLAUDE. Network comedian, actor. (R) Gloria Dale (General Mills), 1935-37; What's In a Name (John Morrell & Co.), 1935-36; Buddy and Ginger (Chocolate Products), 1935-37; Sing, Neighbor, Sing (Purina Mills), 1936-37; (V) 1896-1927; Claus & Radcliffee.

"RADIO" BOBBY LEE. Chief announcer, singer, WHBF, Rock Island. (R) since 1924; local shows on this station and WSBC, WEDC, WGN, WGES, WBBM, KYW, Chicago.

RADKEY, ARTHUR A. Actor, announcer, producer, WBAA, W. Lafayette. (R) non-commercial shows.

RAFAEL, DON. Pianist, organist, WICC, Bridgeport. (R) since 1936; local show.

RAFFETTO, MICHAEL. Actor, producer, KPO-KGO, San Francisco. (R) since 1932; various shows, including One Man's Family (Wesson Oil & Snowdrift, Tenderleaf Tea), 1932-35. (F) Kiss in a Taxi (Paramount), 1926; Tillie's Punctured Romance (Christie), 1927; Only the Brave (Paramount), 1930. (L) stock, 1921. (P) attorney-at-law.

RAGAN, ROBERT. Trombonist, WFAA, Dallas. (R) local sustaining shows.

RAGLAN, BETTIE. Script writer, announcer, WNAC, Boston. (R) since 1935; local shows on this station and KSTP, WCCO, WTCN, Minneapolis, including Happy Home (Acme White Lead); Gloria Dale (General Mills). (F) commercials, 1935-36.

RAINBOLT, JOHN V. Announcer, KWKH-KTBS, Shreveport. (R) since 1936; various local shows, including Oddities in the News (Nu-Enamel Paint), 1936-37.

RAINEY, BUD. Singer, master of ceremonies, actor, WHN, New York. (R) since 1934; Sapolio program (NBC, CBS), 1936-37; Consolidated Gas & Electric program (NBC), 1936; also local shows on this station and WOR, WMCA, New York; XER, Mexico; WLW, Cincinnati, including programs for Venida, Real Silk and Goldenrod Beer. (L) stock, 1925-30. (P) student.

RAMBLING COWBOYS, THE. Singers, WOAI, San Antonio. (R) since 1932; local shows, including Peruna Co., 1934. (L) Gene Autry Musical Revue, 1937. (V) 1931-32; 1933-36. (P) cowpuncher.

RAMEY, GENE. Network singer. (R) Chase & Sanborn Coffee program, 1935; Knox Gelatin program, 1937. (F) Stolen Melody (Warner Bros.), 1935. (L) Honeymoon Cruise, 1930.

RAMIREZ, JOSE. Singer (Spanish songs), KPO-KGO, San Francisco. (R) since 1934; various local shows, including program for Gebhardt's Chili Powder on Woman's Magazine of the Air, 1935-36. (P) law student.

RANCH BOYS TRIO. Network entertainers. (R) Sunset Dreams and Fitch Jingle Show (Fitch Shampoo).

RANDALL, GORDIE. Orchestra leader, WGY, Schenectady. (R) since 1932; local sustaining shows.

RANDOLPH, ISABEL. Network actress. (R) Edgar Guest in Welcome Valley (Household Finance); The Story of Mary Marlin (P. & G., for Ivory Soap; Kleenex).

RANDOLPH, JAMES. Singer, announcer, KFRU, Columbia. (R) since 1933; local shows, including programs for Philco, Ipana, Sparton Radio, General Electric. (F) In This Corner (Warner Bros.), 1935. (V) NBC's Royalty of Song, 1935-36; hotel and night club engagements.

RANEY, MAX. Cowboy singer, musician, WGY, Schenectady. (R) since 1930; various NBC and local shows. (F) trailers. (V) Ken Hackley's Oklahoma Cowboys, 1933-34.

RANGE RIDERS, THE. Musicians, singers, KWKH-KTBS, Shreveport. (R) local show. (V) night club and theatre engagements. Also made Brunswick Recordings.

RAPEE, ERNO. Music director, NBC. (R) programs for General Electric, Linit, Ex-Lax, Mobiloil, General Motors, Palmolive, McKesson & Robbins, Listerine. (L) Dangerous Paradise. (V). Currently musical director of Radio City Music Hall.

RAPKIN, MAURICE. Program director, CKCL, Toronto, Ont. (R) since 1932; various local shows, including The Listener (Kruschen Salts), 1936. (P) general manager, Tri-State Stores.

RAPP, BARNEY. Orchestra leader. NBC broadcasts from Beverly Hills Country Club, Newport, Ky. (V) Master Recording artist.

RAPP, PHILIP. Network writer. (R) series for Eddie Cantor, Parkyakarkas, Al Jolson, Jack Oakie, Fanny Brice, Victor Moore and Helen Broderick, Block and Sully, Georgie Price, Lou Holtz, Harry Richman, George Givot. (L) wrote The Hard Way (Fall, 1937, production); collaborated on Life Begins at 8:40, Ziegfeld Follies.

RASCH, BUCK. Singer, yodeler, musician, KRNT, Des Moines. (R) since 1935; local shows, including programs for Drug Trade Products, Rep Top Fence. (V) 1931-34.

RASCH, WILSON D. Musician, Iowa Broadcasting Co. (R) various shows including programs for Morton Salt, Crazy Water Crystals, Drug Trade Products, Aladdin Lamp. (L) Blue Ridge Mountaineers Revue, 1932-34. (V) Iowa Barn Dance Frolic, 1935-36; Parade of Stars, 1935-36.

RATCLIFFE, W. F. Actor, singer, West Virginia Network, Charleston. (R) since 1934; local shows. (L) Little Theatre, stock, 1935-37.

RATLIFE, MANFRED. Announcer, WTAD, Quincy. (R) since 1934; local shows on this station and KWYO, Sheridan. (P) minister.

RAY, BETTY. Singer, KYW, Philadelphia. (R) since 1932; local shows on this station and WFIL, Philadelphia; WABC, New York. (L) stock, 1933. (V) single act, 1926-28.

RAY, JAMES (GENOVESE). Popular singer, WICC, Bridgeport. (R) since 1934; local shows on this station and WMCA, N. Y.

RAY, JOHN. Musician, WHAS, Louisville. (R) since 1932; Investors Syndicate Program (NBC), 1932-33; Lady Beautiful (Armand), 1935; Kate Smith (A & P Tea Co.), 1936; Louisville Radio Theatre (Oertel Brewing Co.), 1936-37. (F) Jan Garber Orchestra shorts (MGM), 1931. (V) Jan Garber Orchestra, 1929-31.

RAY, WADE. Musician, KMOX, St. Louis. (R) since 1933; various local shows including programs for Crazy Water Crystals, Olson Rug Company.

RAYE, MARTHA. Network actress, singer. (R) Al Jolson Show (Lever Bros.), 1937. (F) Rhythm on the Range, 1936; Hideaway Girl, 1936; College Holiday, 1936; The Big Broadcast of 1937; Waikiki Wedding, 1937 (all by Paramount). (L) Earl Carroll's Sketch Book, 1934; Calling All Stars, 1935. (V) Bud & Margie, 1919-32; Benny Davis Revue, 1932; personal appearances.

RAYDEN, MURRAY. Actor, WHN, New York. (R) since 1935; local shows. (F) Sidewalks of New York, 1936. (L) Lady Luck, 1936; Arrest That Woman, 1936; Tide Rising, 1937. (V) Rio Brothers & Co., 1936. (P) salesman.

RAYMOND, FELICE (MELODY GIRL). Popular singer, WICC, Bridgeport. (R) local shows, including Kopper's Coke program. (P) seamstress.

RAYNOR, HAL. Writer, songwriter, actor, KNX, Los Angeles. (R) since 1927; World Book Man (World Book Encyclopedia), NBC, 1927-31; Joe Penner (Cocomalt), CBS, 1936-37; various other network and local shows. (F) College Rhythm (Paramount), 1934; New Faces (RKO), 1937. (L) Grand Street Follies, 1925. (P) clergyman, newspaper columnist.

REA, RALPH. Announcer. KIDW, Lamar. (R) local shows on this station and KASA, Elk City.

REA, VIRGINIA. Network classical singer. (R) programs for Palmolive, 1928-31; Goodyear Rubber Co. and Buick Automobiles, 1932; Bayer Aspirin, 1933-35; Chevrolet, since 1935. Various opera and concert tours. Brunswick, Victor and Edison Recordings.

READ, WALTER L. Chief announcer, general manager, KOOS, Marshfield. (R) since 1931; local shows on this station and KXL, Portland.

REAGAN, RONALD W. Sports announcer, WHO, Des Moines. (R) since 1933; local shows including football and baseball broadcasts (General Mills), 1933-36; Chevrolet and Teaberry Gum programs.

REAVES, DR. LOWRY. Singer, WIL, St. Louis. (R) Songs at Eventide, CBS; various local shows on this station and KMOX, St. Louis, including Harmonians (Crazy Water Crystals). (V) 1933. (P) student.

REB, WALTER J. Accordionist, KFNF, Shenandoah. (R) various local shows on this station and KWK, WTMV, St. Louis. (P) restaurant manager.

REBER, CHARLES A. ("Cheerful Charlie"). Singer, KYW, Philadelphia. (R) since 1934; local shows on this station and WWSW, Pittsburgh. (V) Pittsburgh Theatre, 1933. (P) clerk. Winner of National Song Contest, 1936.

RECTOR, GEORGE. Network talks on cooking. (R) dining with George Rector (Phillips Packing Co.).

REED, KAY. Organist, pianist, actress, WNEW, New York. (R) since 1934; Leonard Joy's Orchestra (Maltex), NBC, 1935; local shows on this station and WOR, New York, including Personal Problem Clinic (Macfadden Publications), 1937.

REED, OWEN. Orchestra leader, WJBO, Baton Rouge. (R) programs of original compositions, 1936. (F) musical short (Warner Bros.), 1936. (V) director of Louisiana Kings, dance orchestra.

REESE, EDWARD. Network actor, director. (R) programs for Eno Salts, Socony, Collier Magazine, Canada Dry Ginger Ale, and others. (L) The Moon is a Gong (Broadway production); stock.

REGAN, PHIL. Network singer. (R) Laugh with Ken Murray (Rinso and Lifebuoy). (F) The Key; Housewives; Dames, 1934; Sweet Adeline; We're in the Money, 1935; Go Into Your Dance; Laughing Irish Eyes, 1936; Hit Parade. (P) policeman.

REGIS MALE QUARTET (Paul Fryar, Arthur Stuart, Edgar Santini, Francis Callahan, John Kiley). Singers, WMEX, Boston. (R) various sustaining shows.

REGLEIN, NED L. Program manager, WIND, Gary. (R) local shows.

REID, ALLAN. Continuity writer, entertainer, CFLC, Prescott, Ont. (R) local shows. (P) journalist.

REID, DOT & JACK. Singers, WMCA, New York. (R) since 1929; various CBS shows, 1935; local shows. (F) Jack Reid appeared in The Heart Raider and others (Famous Players-Lasky), 1923. (V) song and dance act, Reid & Garr, 1924-26.

REID, TED. Network dramatic actor. (R) Betty & Bob (Sheffield Farms), 1935; Irene Rich Program (Welch Grape Juice), 1935; Home, Sweet Home (Chipso), 1935-36; The O'Neills (Ivory Flakes), 1936; Pepper Young's Family (Camay Soap), 1936; Heinz Magazine of the Air, since 1936.

REILLY, ARTHUR. Announcer, WMCA, New York. (R) since 1932; various shows on this station and WOL, WRC, WMAL, Washington. Since 1934 has been newscaster in several theatres. (P) editor, lecturer.

REILLY, MARGARET C. Continuity writer, actress, WISN, Milwaukee. (R) since 1935; various local shows. (P) college.

REILLY, WILLIAM. Commentator, WMEX, Boston. (R) local sustaining shows. (P) music publisher.

REINER, FRITZ. Network conductor. (R) Ford Sunday Evening Hour.

REINHERZ, SID. Orchestra leader, pianist, WNAC, Boston. (R) local shows on this station and WAAB, Boston, including Swift & Co. program. (V).

REISER, AL & LEE. Network piano team. (R) Universal Rhythm (Ford Dealers).

REISMAN, LEO. Network orchestra leader. (R) since 1922; shows include William's Oil-O-Matic program, 1922; RKO Hour, 1929; Ponds' Cold Cream program, 1930-33; Philip Morris Cigarettes program, 1933-37; The Schaefer Revue (Schaefer Brewing Co.), 1937. (F) Vitaphone short. (L) Good Morning, Dearie. (V).

RELLER, ELIZABETH. Network actress. (R) Betty, of Betty & Bob (General Mills), since 1935; Hope Alden's Romance (Purity Bakeries), 1937.

REMICK, DEAN S. Pianist, WSBC, Chicago. (R) since 1923; local shows on this station and WHT, WEBH.

RENAN, EMILE. Singer, WHN, New York. (R) since 1936; local shows, including Ida Bailey Allen Show. (F) The Campus Spirit (Warner Bros.), 1933. (P) college.

RENIER, C. G. Program director, producer, KMOX, St. Louis. (R) since 1933; Phillips 66 Polly Follies (CBS), 1936-37; also local shows on this station and WDAF, Kansas City, including Ford Minstrels (Ford Motor Co.); Sports Reporter (Clark Gum Co.); Chevrolet Saturday Night Club; News Through A Woman's Eyes (Pontiac Motor Co.). (L) Me, Him & I, Follies, 1919; stock, 1921-22. (V) The Singing Cowboy, 1913-19, 1926-30; others. (P) oil fields.

RENARD, CARLO. Singer, WOV, New York. (R) since 1935; local shows. (V).

RENARD, JACQUES. Network orchestra leader. (R) Texaco Fire Chief (Texas Co.); programs for Camel Cigarettes, Pontiac Motors, Frigidaire. (F) shorts. (V) personal appearances, and with Morton Downey.

REPAID, BILLY. News commentator, announcer, WMBC, Detroit. (R) since 1933; B. A. Rolfe's Saturday Night Party (Hudson Motor Co.), NBC, 1933; Kate Smith (Hudson Motor Co.), CBS, 1936; also local shows on this station and WJR, Detroit, including News (Household Finance), 1935-36. (L) stock, 1909-11. (P) student.

RESER, HARRY. Orchestra leader. (R) various network broadcasts, including Clicquot Club program. (V). Victor Recording artist.

REVELERS QUARTET. Network singers. (R) Cities Service Concerts.

REY, ALVINA. Network entertainer. (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp.).

REYNOLDS, MARION. Organist, pianist, WELI, New Haven. (R) since 1936; local shows. (P) music teacher.



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RHYTHM ROGUES. Network entertainers. (R) Philip Morris program.

RIASKA, JACK. Announcer, continuity writer, KLO, Ogden. (R) local shows on this station and KFJM, Grand Forks; KGFW, Kearney. (P) telephone company.

RICARD, RALPH. Pianist, KNX, Los Angeles. (R) various sustaining shows. Orchestra pianist for United Artist and Columbia studios.

RICAU, LIONEL. Announcer, WLW, New Orleans. (R) since 1932; local shows; also Open House at Vick's (Vick Chemical Co.), WABC, New York, 1932. (F) commercials. (L) Echoes of Broadway, 1929; Chatterbox Revue, 1931. (V) 1930.

RICCARDI, PETER. Singer, accordionist, WHAS, Louisville. (R) since 1933; various local shows on this station and WLW, Cincinnati, including Oertel's 92 Tavern (Oertel Brewing Co.), 1936.

RICCIARDI, FRANK. Singer, WOV, New York. (R) since 1936, local shows including I. J. Fox program, 1936-37. (L) operas with Columbia, New York Civic, Newark Civic and Educational Opera Companies.

RICE, CONRAD. Announcer, WISN, Milwaukee. (R) various local shows on this station and WDGY, (Minneapolis-St. Paul; KSTP, including program for Wheaties, 1936. (L) stock, 1927-28.

RICE, MARION P. Saxophone, clarinet, violin player, WHO, Des Moines. (R) since 1936; local shows. (V) Sweets Tent Show, 3 seasons. Also appearing with orchestras and floor shows.

RICH, DON. Commentator, WBNX, New York. (R) since 1929; local shows. (L) dramatic stock, 1923. (P) radio engineer.

RICH, FREDDIE. Network orchestra leader. (R) Frigidaire program, 1935; Socony Flying Red Horse Tavern (Socony-Vacuum), 1935-36; Your Hit Parade (Lucky Strike Cigarettes), 1936; also shows for Squibbs, Veedol, Tide Water Oil, Postum, Premiere Salad Dressing and others. (L) Greenwich Village Follies, 1921; Shubert Century Roof Vogues, 1922. (V) 1916; 1933.

RICH, IRENE. Network actress. (R) Welch presents Irene Rich (Welch Grape Juice). (F) Lady Windermere's Fan; Lost Lady; Craig's Wife; Down to Earth; many others. (V).

RICH, VIRGINIA. Commentator on women's program, WGY, Schenectady. (R) since 1937, local show. (P) food editor, Chicago Tribune.

RICHARD, MARGERY. Actress, Michigan Network. (R) since 1928; NBC sustaining shows; also local shows on station WWJ, Detroit, including The Jarr Family (Forhan's Tooth Paste); Lone Ranger (Gordon Baking Co.). (F) commercials. (L) Laura-Nelson-Hall Players, 1924-25. (V). (P) newspaper work.

RICHARDES, ARTHUR E. Commercial copy writer, pianist, WSBT - WFAM, South Bend. (R) various local shows including Studebaker Big Tent program, 1928. (V) Bluestreaks, 1931-37; WSBT Barn Dance, 1933-35; played on S.S. Normandie voyages, 1936.

RICHARDSON, ROBERT J., JR. Sports commentator, KWK, St. Louis. (R) since 1934; local shows including Minit Rub Sports Review (Bristol-Meyers), 1936. (P) interior decoration.

RICHMOND, RUSSELL W. Chief announcer, WHK-WJAY, Cleveland. (R) Smiling Ed McConnell (Acme Paint), CBS; various local shows including Fox Fur Trappers (I. J. Fox Fur Co.) (F) shorts, 1935-37. (P) chemist.

RICHTER, FRANCIS W. Staff organist, KSTP, St. Paul. (R) since 1921; various local shows. (L) 1898-1907. (P) movie organist.

RICKABY, RUTH. Actress, Michigan Network. (R) since 1932; various shows on this network and stations WWJ, WXYZ, Detroit, including Lone Ranger (Gordon Baking Co.), 1933-37; Ann Worth, Housewife (Mills Baking), 1935-37. (L) Rose Marie (Hammerstein); Prince & Pauper (Shubert); stock.

RICKENBACHER, PAUL. Network announcer, director. (R) Goose Creek Parson (Colgate-Palmolive-Peet for Super Suds); others.

RICKEY, AL. Network orchestra leader. (R) Hammerstein Music Hall (Kolynos Tooth Paste); Broadway Merry-Go-Round (Dr. Lyon's Tooth Powder).

RICKER, BILL. Producer, WDEV, Waterbury. (R) various local shows.

RICO, DON. Leader of continental orchestras, WMEX, Boston. (R) various local shows on this station and WHDH, WEEI, WNAC, Boston. (F) shorts (UFA of Berlin), 1931. (V) night club and hotel engagements.

Rubinoff and His Violin



Management
PHIL RUBINOFF
Paramount Building
NEW YORK CITY

RIDDICH, KATHRYN. Actress, continuity writer, WHIS, Bluefield. (F) shorts (Warner Bros.). (L) stock. (V) Jean Richards & Co., 1934.

RIDER, MAURICE A. Announcer, KIRO, Seattle. (R) since 1925.

RIDLE, RAYMOND DAVID. Actor, director, KRQA, Santa Fe. (R) since 1932; local shows on this station and WHO, Des Moines. (L) stock, 1935-36. (P) College of Fine Arts, Drake University.

RIEBLING, ALBERT. Director, script writer, WMBC, Detroit. (R) since 1934; local shows. (L) director, Detroit Playhouse, 1927-33. (P) newspaperman.

RIED, HERBERT. Pianist, WHBF, Rock Island. (R) local show.

RIGGS, GLENN E. Announcer, m.c., KDKA, Pittsburgh. (R) since 1934; various local shows. (F) School News (Atlantic Film Service), 1936. (L) stock Ann Harding Stock Co., 1929. (V) Glenn Riggs Revue. (P) sales and purchasing.

RIGGS, LOWELL. Clarinet, saxophone player, KGNC, Amarillo. (R) local shows including Kelvinator program, 1937. (P) student.

RILEY, BOB. Announcer, KMBC, Kansas City. (R) since 1936; local shows including Steamboat Bill (Malt-O-Meal), 1936-37; Across The Breakfast Table (Household Finance), 1937; Gospel Singer (Ivory Soap). (P) college teacher.

RILEY, LOWELL F. Program dept., WBNS, Columbus. (R) since 1934; local shows.

RILEY, MIKE. Orchestra leader. (R) guest appearances on various NBC and CBS shows with Ed Farley and their Music Goes Round and Round orchestra. (F) The Music Goes Round and Round (Vitaphone short). (V).

RINEHART, ALICE. Network actress. (R) Gang Busters (Colgate-Palmolive-Peet).

RINES, JOE. Network entertainer. (R) Iodent Dress Rehearsal (Iodent Chemical Co.).

RING, SAUNDERS. Singer, KPO-KGO, San Francisco. (R) since 1932; various local shows including Team Mates Wesson Oil & Snowdrift), 1932; Southern Harmony Four (Signal Oil). (V) Southern Harmony Four, 1935-36.

RIPLEY, JOSEPH S. Announcer, WTIC, Hartford. (R) since 1935; local shows on this station and WDBJ, Roanoke.

RIPLEY, ROBERT L. "Believe It Or Not" network shows. (R) Believe It Or Not (Colonial Beacon Oil), 1930-31; Esso Program (Standard Oil), 1931-32; Saturday Evening Dancing Party (Hudson-Essex), 1933-34; Bakers Broadcast (Standard Brands' Fleischmann Yeast), 1935-37; Believe It Or Not (General Foods), 1937. (F) shorts (Warner Bros.), 1931-32. (V) personal appearances, 1930. Newspaper cartoonist-columnist.

RISHOI, ROY C. Violinist, KMOX, St. Louis. (R) since 1932; local shows including programs for Ford Motor Co., Barnsdall Refining Co. (V) Polly Follies. (P) salesman.

RISHWORTH, THOMAS D. Educational director, KSTP, St. Paul. (R) since 1929; various local shows. (L) Arthur Casey Players (stock), 1928.

RISSLING, ROBERT. Announcer, singer, WGY, Schenectady. (R) since 1934; various shows including Tydol Family Party (Tide Water Oil Co.), 1936. Pop Corn Party (American Pop Corn Co.), 1935, to date. (F) commercials (General Electric Co.), 1934-35.

RITCHIE, CAMPBELL. Announcer, singer, CKLW, Detroit. (P) salesman.

ROBARDS, H. D. News editor, WMBH, Joplin. (R) since 1937. (P) journalist.

ROBBINS, RUTH. Singer, dancer, WMCA, New York. (R) since 1933; various shows on this station and WJZ, WLTH, New York, including American Pageant of Youth (Tastyyeast), 1935-36. Appeared with Paul Whiteman, Rudy Vallee, Abe Lyman and other orchestras.

ROBERT SISTERS, THE (Harmony Trio). WNAC, Boston. (R) since 1937; local shows. (V) dancing and singing act. New England theatres, night clubs.

ROBERTS, CURTIS. Producer, writer, KSFO, San Francisco. (R) wrote Fourth Clue and Kay Matinee, heard over NBC and CBS, 1935-37. (L) Little Theatre work. (P) college.

ROBERTS, DAVE. Announcer, singer, musician, WSMK, Dayton. (R) since 1933; various shows on this station and WHK, WLW, WJAY, Cleveland; WSYR, Syracuse, including programs for I. J. Fox, 1933, Remington Rand, 1935. (L) Little Orphan Annie. (V) 1929.

ROBERTS, ED. Chief announcer, WCBD, Chicago. (R) various local shows. (L) Rotary Living News; Crossroads of Time; March of Progress. (V). (P) clerk.

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"A great singer of songs that make heart beats flutter."—LOUIS SOBEL

ROBERTS, ERIC ("RICK"). Director of music, CKLW, Detroit. (R) various Mutual Network and local shows.

ROBERTS, ERNEST. Singer, announcer, writer, WHIO, Dayton. (R) various local shows. (P) chain store manager.

ROBERTS, LEE. Dramatic director, announcer, KCMO, Kansas City. (R) since 1935; local shows on this station and KMBC, WHB, Kansas City, including Richard Hudnut, F. W. Fitch Co. programs. (L) This Man Saul, 1935; Mum's the Word, 1936; Bury the Dead, 1937; others. (P) furniture retailing.

ROBERTS, HOWARD. Announcer, WMT, Cedar Rapids. (R) local shows including Maytag Revue (Maytag Dealers); Happy Chappies (Blue Barrel Shop); Pappy Sherman (Wolf Hatcheries). (P) orchestra leader, singer.

ROBERTS, KENNETH. Network announcer. (R) Camel Caravan (Camel Cigarettes), when originating in New York.

ROBERTSON, B. G. Announcer, program director, KWKH-KTBS, Shreveport. (R) since 1933; various local shows including Herb Cook—the Joy Boy (Piggly Wiggly Stores), 1933. (P) auto storage.

ROBERTSON, LONNIE. Hillbilly fiddler, singer, KFEQ, St. Joseph. (R) since 1935; various local shows on this station and WNAX, Yankton.

ROBERTSON, SLICK. Singer, banjoist, KGNC, Amarillo. (R) since 1928; local shows on this station and WFAA, Dallas; WKY, Oklahoma City; WBAP, Fort Worth. (V) Jimmy Hull's Comedians, 1930; Harley Saddlers, 1931; Rambling Cowboys, 1936.

ROBERTSON, STEPHEN. Announcer, WEBC, Duluth. (R) since 1933; local shows on this station and WCCO, WGDY, Minneapolis. (L) stock. (P) advertising.

ROBERTSON, TED. Chief sound technician, Michigan Network. (R) various shows, including Lone Ranger (Gordon Baking Co.), 1933-37. (F) commercials. (P) photographic model.

ROBINSON, DOROTHY B. Actress, WTAG, Worcester. (R) since 1930; local shows, including Socony Oil Co. program, 1928-29. (L) stock, 1915-30.

ROBINSON, MARCIA LEE. Pianist, WICC. Bridgeport. (R) since 1936; local shows. (P) salesgirl.

ROBINSON, NEIL. Commentator (travel talks), WICC, Bridgeport. (R) since 1935; local shows.

ROBINSON, WILLIAM H. Engineer, announcer, WHEB, Portsmouth. (R) since 1936; local shows. (P) police officer.

ROCCO, BUDDY. Pianist, organist, orchestra leader, WNBC, New Britain. (R) since 1935; local shows. (V) Milton Douglas & Co., 1930; night club and hotel engagements.

ROCHE, JACK. Writer for Henry Souvaine, Inc., program producers.

ROCKHOLD, JOSEPH G. Announcer, actor, writer, singer, WSPD, Toledo. (R) since 1932; local shows on this station and WXYZ, Detroit; WLW, Cincinnati, including programs for Kitchen Cleanser, Gordon Baking Co. (L) Toledo Civic Theatre, 1937. (V) Dixiana Minstrels, 1933-34. (P) student.

ROCKWELL, BOB. Actor, M.C., KPO-KGO, San Francisco. (R) various local shows, including Pacific Greyhound Lines program, 1931-33. (F) Broadway Bill (Columbia), 1934; The Devil is a Sissy (MGM), 1936. (L) Lyceum Players; stock; others. (V) with mother's act, Joy Fabian; Red Streak of Songland, 1929-30; A Little Bit of Sunshine, 1930-31; M.C., Montal's Kiddies' Revue, 1935-37.

RODAY, EDITH. Dramatic actress, KYW, Philadelphia. (R) local shows on this station and WCAU, WHAT, Philadelphia.

RODDA, WALTER E. News editor, commentator, WKZO, Kalamazoo. (R) various local shows on this station and WLEU, Erie, including programs for Household Finance Corp., Kendall Oil Co.

RODEHEAVER, HOMER. Director of Community Sing, WMCA, New York. (R) Community Sing (Colgate-Palmolive-Peet), CBS, 1936; also various local shows on this station and WLS, Chicago. Music director for Billy Sunday, 1915-35.

RODERIGO, BALDING. Accordionist, WHLB, Virginia. (R) various local shows.

RODGERS, MARION. Singer, pianist, comedy actress, Iowa Broadcasting Co. (R) since 1927; various shows, including Barnsdall Refining Co. program, 1936. (P) music saleswoman.

RODGERS, WILLIAM H., JR. Actor, sound effects man, WHO, Des Moines. (R) local shows, including Guardians of the Highway (Chevrolet Co.), 1936. (P) doctor.

ROECKER, ED. Network orchestra leader. (R) Pick & Pat (U. S. Tobacco).

ROGERS, BUDDY. Network orchestra leader. (R) Twin Stars, with Victor Moore and Helen Broderick (National Biscuit Co.), 1937. (F) Wings, My Best Girl, Abie's Irish Rose, This Restless

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NBC RED NETWORK



Age, Take a Chance, Dance Band; others. (L) Ziegfeld's Hot Cha. (V).

ROGERS, EDWIN L. Announcer, singer, WRC, Washington. (R) since 1931; shows include one-time announcing for Sanka Coffee program, 1935, and American Can program, 1936; also various local shows. (L) Vagabond King, 1925-26; Bless You Sister, 1927; Three Musketeers, 1928. (V) Beau Geste Singers, 1926-27. (P) student.

ROGERS, GRACE. Singer, WARD, New York. (R) since 1935; local shows on this station and WMCA, New York.

ROGERS, MARIAN. Singer, pianist, comedian, KSO, Des Moines. (R) since 1936; local shows.

ROGERS, RALPH D. Program director, announcer, KCRC, Enid. (R) since 1935; local shows, including Sears Jubileers (Sears Roebuck Co.), 1936. (L) Cimarron Opera Co., 1934-36. (P) dance orchestra.

ROGERS, RALPH W. Sports commentator, KFPY, Spokane. (R) since 1935; various local shows, including Sperry Male Chorus Parade (General Mills), 1937; football games (Associated Oil), 1936. (P) college.

ROGERS, ROSWELL B. Gag writer, KNX, Los Angeles. (R) since 1935; various local shows on this station and KMTR, Los Angeles. (L) Nell of the Northwoods, 1934. (P) newspaper and magazine writer.

ROGOSINSKI, DR. CURT. Concert pianist, WHO, Des Moines. (R) various local shows. Formerly opera director, Germany and Poland.

ROHLF, EARL A. Pianist, arranger, WTAM, Cleveland. (R) since 1928; various shows on this station and WGAR, Cleveland. Organized Collegians, trio which appeared on Pabst Blue Ribbon Hour, Whiteman's Woodbury program.

ROHR, JOHN. Musician, orchestra leader, WCBM, Baltimore. (R) since 1931; various local shows. (L) Dishin' It Up, 1936. (V) musical shows, night club and hotel engagements since 1926; appearances in Germany, 1929-30.

ROISE, RAYMOND F. Singer, actor, WBNS, Columbus. (R) since 1921; local shows. (L) 1932-35. (V) 1933-37.

ROLF, ERIK. Network announcer, actor. (R) Gang Busters (Colgate-Palmolive-Peet).

ROLFE, B. A. Network orchestra leader. (R) programs for Lucky Strike Cigarettes, 1928-31; Ivory Soap, 1934; Hudson Terraplane, 1935; Goodrich Tires, 1936. (V) 1904-12; 1920-35. Formerly president of Rolfe Photoplays.

ROLFSNESS, DOROTHY. Singer, KOIN, St. Louis. (R) since 1935; local shows. (V) night clubs, 1933-36.

ROMELLE, FAY. Organist, pianist, KMA, Shenandoah. (R) since 1932; local shows on this station and WBBM, WLS, Chicago, including Olson Rug Co. program, 1933; accompanist, Smilin' Ed McConnell (Acme Paint Co.). (V) Over the Top, 1918-19.

RORABAUGH, DUKE. Writer, producer, WFIL, Philadelphia. (L) acted and directed 30 amateur plays. Also has appeared as piano soloist at various hotels. Program director, announcer, writer, WIBG, Philadelphia, 1932.

ROSE, BILLY. Announcer, singer, WQDM, St. Albans. (R) various local shows on this station and WGY, Schenectady. (V) 1935-36.

ROSE MARIE. Network singer. (R) programs for Tastyeast; RKO Theatre of the Air; guest appearances on Rudy Vallee, Paul Whiteman, Abe Lyman, Vincent Lopez and Guy Lombardo programs.

ROSE, RALPH, JR. Violinist, KTUL, Tulsa. (R) since 1921; local shows, including Courteous Colonels (Barnsdall Refining Co.), 1936-37. (V) single act, 1924-27. (P) music student. Concert violinist with New York Symphony, 1928.

ROSEBROOK, LEON. Musical director, California Radio System. (R) since 1931; various shows, including Roxy and his Gang (Fletcher's Castoria), 1933-34. (F) Leathernecks Have Landed (Republic), 1936. (L) Ziegfeld Follies, 1920-21; Ed Wynn, 1921-22; Carroll Vanities, 1923-24. (V) William Rock and 7 Girls, 1918-20.

ROSELEIGH, JACK. Network actor. (R) Pepper Young's Family (P. & G., for Camay Soap).

ROSENBERG, MICHEL. Jewish character comedian, WLTH, New York. (R) since 1935; local shows. (F) Laughter Thru Tears; Sholom Alechem. (L) Yiddish Theatre, 1936-37.

ROSENCRAFT, THURAL A. Network actor. (R) Goose Creek Parson (Colgate-Palmolive-Peet, for Super Suds).

ROSENTHAL, HARRY. Actor, orchestra leader. (R) guest appearances, Rudy Vallee's show and other network programs originating in Hollywood. (F) Merely Mary Ann (Fox); shorts (Warner Bros.). (L) June Moon; High Ho, Everybody. (V). (P) student..

ROSS, BILL. Announcer, news commentator, KGW-KEX, Portland. (R)

since 1929; various local shows, including Everybody Sing (Nu-Enamel), 1935.

ROSS, CLARK. Singer, actor, KNX, Los Angeles. (R) various local shows, including Pappy, Zeke & Ezra (Kelpamalt), 1936. (F) Sunset Derby (First National), 1926; Trail of '98 (MGM), 1928. (L) The Fan, 1932.

ROSS, DON. Network M.C., writer, singer, announcer. (R) Jack Benny Show (Jello); others.

ROSS, LANNY. Network singer, master of ceremonies. (R) since 1929; programs for Hellmann's Mayonnaise, Wrigley's Chewing Gum, General Foods; Maxwell House Showboat (Maxwell House Coffee), since 1932; Maria's Matinee (General Foods), 1934; Log Cabin program, 1934-35; Lanny Ross State Fair Concert (General Foods), 1935. (F) Melody in Spring (Paramount), 1934; College Rhythm (Paramount), 1934. (L) summer stock; Petticoat Fever; Pursuit of Happiness. (P) law student.

ROSS, NORMAN. Network announcer, news and sport commentator. (R) Teaberry Sports Reporter (Teaberry Chewing Gum), 1934-35; Travel Talks (Illinois Central Railroad), 1935-36; news broadcasts (Kentucky Winners Cigarettes), 1936-37.

ROSS, PHIL. Program, production manager, announcer, WIBX, Utica. (R) since 1934; local shows on this station and WJAY, Cleveland; WKBW, Buffalo, including Man in the Street (Philco); guest star, Club Columbia (CBS), 1935. (L) stock, 1930. (P) sales promotion.

ROSS, ROBERT J. Network comedy script writer, director. (R) collaborated in scripts for Marx Brothers (American Oil Co.), 1934; Beatrice Lillie in Broadway Merry-Go-Round (Dr. Lyon's Tooth Powder), 1937; also programs for Lifebuoy Soap, 1934; Greater Sinclair Minstrels (Sinclair Refining), 1935-36; Babe Ruth in the A & P Bandwagon (Great A & P Tea Co.), 1936; Willie Howard French lessons in Folies de Paree (Dr. Lyon's Tooth Powder), 1936.

ROSS, SHIRLEY. Network actress, singer. (R) Ken Murray program (Campbell Tomato Juice), 1937; Hollywood Hotel (Campbell Soup), 1937. (F) San Francisco (MGM), 1936; Big Broadcast (Paramount), 1936; Hideaway Girl (Paramount), 1936; Waikiki Wedding (Paramount), 1937. (L) Anything Goes, 1935. (V) own act, 1934. (P) student.

ROSSI, PAT. Popular singer, WOV, New York. (R) since 1935; local shows, including Venida Rules the Waves (Venida Hairnets), 1935.

ROTH, AL. Network orchestra leader. (R) Phillips Poly Follies (Phillips Petroleum Co.).

ROTH, MARY LUCILLE. Director of Woman's Hour, Children's Minstrel Show, WMBC, Detroit. (R) since 1934; various local shows. (F) commercials. (L) stock companies.

ROTH, F. W. (DOC SUNSHINE). Program director, narrator, WMC, Memphis. (R) since 1928; local shows.

ROTH, ROBERT (BROOKS). Production manager, announcer, writer, singer, KRLD, Dallas. (R) since 1930; local shows, including Feel of the Ford (Ford Motor Co.), 1932; Yeast Foamers (Yeast Foam Tablets), 1933; the Goodrich program (Goodrich Co.), 1936. (L) Little Theatre, 1929-30. (V) 1934-35. (P) salesman.

ROTHE, DOROTHY. Singer, WHAS, Louisville. (R) since 1936; various shows, including Here's to You (Oertel Brewing Co.), 1936-37. (F) Around the Clock (Warner Bros.), 1933. (L) Schubert's Passing Show, 1935.

ROUSE, ANITA. Dietician, CKWX, Vancouver, B. C. (R) various local shows. (P) newspaper feature writer.

ROUSH, OTTIS. Announcer, sports commentator, WTJS, Jackson. (R) local shows on this station and KLCN, Blytheville; KBTM, Jonesboro, including programs for Falstaff Brewing Corp., Montgomery Ward.

ROWAN, ELOISE. Organist, Mid-West Recordings, Inc. (R) since 1932; Little Colonel (Pebeco Tooth Paste), 1932; Morning Stars (Red Star Yeast), 1934; also transcriptions for What's in a Name (Red Heart Dog Food), 1935-36; Sunshine Melodies (Acme White Lead & Color Works), 1936; Sing Neighbor, Sing (Purina Mills), 1936-37. From 1928 to 1931 was organist at various western theatres.

ROWE, ANN-MARIE HAVRILLA. Singer, WICC, Bridgeport. (R) since 1934; local shows. (P) stenographer.

ROWE, MRS. CHARLOTTE W. Home science director, KGVO, Missoula.

ROWELL, GLENN (GENE & GLENN). Actor, WHO, Des Moines. (R) since 1935; local shows, including programs for Kellogg Co., 1935-37; Ford Motor Co., 1935-36.

ROWELL, MARGARET. Cellist, KPO-KGO, San Francisco. (R) since 1924; various shows, including Standard School (Standard Oil Co.), 1930-37.

ROWSWELL, A. K. Verse, humor, philosopher, KDKA, Pittsburgh. (R) since

1933; various local shows, including Clicquot Club Eskimos, 1933.

ROYAL, RUTH. Musician, singer, KCKN, Kansas City. (R) since 1931; various shows on this station and WMC, WCMC, Memphis; KARK, Little Rock (V) 1926-32.

ROYCE, E. H. Announcer, singer, comedian, M. C., WQDM, St. Albans. (R) since 1929; local shows. (V) 1900-29.

RUBINOFF, DAVE. Network conductor, instrumentalist, composer. (R) Chase & Sanborn program (Standard Brands), 1931-35; Pebeco Tooth Paste program (Lehn & Fink), 1935; Chevrolet program (Chevrolet Motors), since 1935. (F) Thanks a Million (20th Century-Fox), 1935; You Can't Have Everything (20th Century-Fox), 1937; Paramount and Warner Bros. shorts. (L) Guest conductor, Cincinnati Symphony Orchestra, 1934; Chicago Philharmonic, 1936; Kansas City Orchestra, 1936. (V) various circuits and road show units, 1912-26; traveling musical conductor for Loew and Publix, 1926-31; conductor of New York Paramount Theatre, 1931-35.

RUDOLPH, JOE. Musician, WCBD, Chicago. (R) local shows on this station and WBBM, WMAQ, Chicago including The Three Doctors (Dr. West's Tooth Brush & Tooth Paste); The Three Bakers (Fleischmann Yeast Co.). (V) The Three Doctors; hotel engagements with own orchestra. (P) clerk.

RUEGG, FRED. Comedian, KGIR, Butte. (R) since 1937; various local shows. (V) Barnum & Bailey, Ringling Bros.; Cramer Rodeos.

RUGH, VIC. Announcer, KMOX, St. Louis. (R) various local shows on this station and KFH, KANS, Wichita, including programs for Phillips Petroleum, General Motors, Wheaties. (L) Little Theatre, stock, 1931-32. (P) newspaper work.

RUICK, MELVIN. Network announcer. (R) Lux Theatre of the Air (Lever Bros., for Lux Soap).

RUSHING, WILL. Pianist, WBRC, Birmingham. (R) since 1933; local shows on this station and WSGN, WAPI, Birmingham, including Piano Modulations (Crosley Radio Corp.) 1933. (V).

RUSSELL, CATHERINE. Singer, WICC, Bridgeport. (R) since 1936; local shows. (P) music supervisor.

RUSSELL, HOWARD. Singer, Musician (member of Trio), KWK, St. Louis. (R) local shows on this station and WKY, Oklahoma City. (V) WLS Unit Show, 1935-37.

RUSSELL, LEE. Singer, WBNX, New York. (R) local shows on this station and WMCA, New York. (P) commercial artist.

RUSSELL, RUTH. Network actress. (R) Ma and Pa (Atlantic Refining Co.); Just Plain Bill and Nancy (Anacin and Bisodol); Snow Village Sketches (Loose-Wiles Biscuit Co.).

RUSSELL, TONY. Singer, WBZ-WBZA, Boston. (R) since 1933; local shows including Borden's Milk program, 1933; Milk Parade (Rhode Island Milk Co.), 1935; Kellogg's Melody Time, 1936-37; Party Time (Ford Motor), 1935. (V) 1934. (P) jewelry designer.

RUSSEY, HAROLD. Announcer, WNBR, Memphis. (R) since 1933; local shows on this station and WMSD, Sheffield; WHBB, Selma; WMFO, Decatur. (P) student.

RUTHERFORD, JOHN. Violinist, WWVA, Wheeling. (R) since 1936; local shows including Log Cabin Boys (Pinex), 1936-37.

RUTLEDGE, HENRIETTA. Assistant program director, WCSC, Charleston. (R) various local shows. (L) Junior League Follies, 1936, 1937. (V) appeared with Colonel Zeke, 1937.

RUYSDAEL, BASIL. Network (NBC) announcer, singer, narrator. (R) programs for Coca-Cola, Dr. Scholl's Foot Comforts; others. (L) Gilbert & Sullivan Repertoire, Metropolitan Opera Co., 8 years.

RYAN, HAROLD. Conductor, WGRC, New Albany. (V) Georgia Minstrels, 1925-26; Fashion Plate, 1927-28; Ryan's Vaudeville, 1930. (P) typewriter business.

RYAN, TIM. Network comedian, singer, writer. (R) Going to Town; Tim Ryan's Night Club; Carefree Carnival; Fun in Swingtime (Admiracion Shampoo); guest appearance, Jack Benny's Jell-O Show. (L) musical comedies, dramas. (V) Ryan & Noblette, H'Ya Boys.

RYLES, BUDDY. Hillbilly singer, guitarist, KUJ, Walla Walla. (R) since 1936; local shows on this station and WREC, WNBR, Memphis. (V) Arizona Wranglers, 1934-35.

S

SACCO, EDITH. Blues singer, WATR, Waterbury. (R) since 1935; local shows on this station and WTIC, Hartford. (V) 1935-36. (P) student.

SADLER, SHIRLEY. Singer, announcer, Mid-West Recordings, Minneapolis. (R) since 1933; various local shows. (F) commercials, (P) stenographer.

SAESHAN, TESS. Network actress. (R) Just Plain Bill and Nancy (Anacin and Bisodol).

SAGERQUIST, ERIC. Network musical director, violinist. (R) First Nighter (Campana Sales for Italian Balm), NBC, 1930-36; Grand Hotel (Campana Sales for Dreskin), NBC, since 1933; Romantic Melodies (Campana Sales for D. D. D.), NBC, 1934; Gold Medal Hour (General Mills), CBS, since 1936.

ST. GEORGE, DORIAN. Announcer, music librarian, WLVA, Lynchburg. (R) since 1935; local shows including programs for Piggly Wiggly Stores, 1935-36; Dr. Pepper, 1937. (P) stock brokerage, banking.

ST. GERMAINE, KAY. Network entertainer. (R) Listen to This (Murine).

ST. LEGER, FRANK. Network conductor. (R) Fireside Recitals (American Radiator Co.); others.

ST. JOHN, WILLIAM N. Singer, WBRY, Waterbury. (R) since 1934; various local shows. (P) display advertising. Was also a member of the Burwell Institute of Music, Mendelssohn Male Chorus.

SALTER, HARRY. Network musical conductor. (R) Real Folk (Chesborough Vaseline); Hudson Motors program; Ripley's Believe It or Not (Standard Oil), Lanny Ross program for Log Cabin Syrup (General Foods); Your Hit Parade (Lucky Strike Cigarettes). (V) New York and Canadian hotels.

SALVO, LEONARD. Organist, WGN, Chicago. (R) network shows include Lum & Abner (Horlick's Malted Milk), NBC; Molly of the Movies; Painted Dreams; also various local shows.

SAMS, JAMES F. Singer, announcer, KCMO, Kansas City. (R) local shows on this station and WIL, KWK, WSBF, KMOX, St. Louis; WHB, KMBC, W9XBY, WOQ, Kansas City; KWOS, Jefferson City; KHJ, KMTR, KFI, KGFG, Los Angeles; KZRM, KZIB, Manila; KFH, Wichita. (L) Municipal Opera Co., Show Boat, The Red Robe, Student Prince, New Moon, Maytime. (V) 1925, 1929. (P) radio operator.

SAMMONS, FRANK E., JR. General and special events announcer, KOIL, Omaha. (R) Princess Pat program (ABC network), 1937.

SAMPIETRO, JOSEPH. Musical director, violinist, KOIN, Portland. (R) since 1930; local shows including Portland

KENN SISSON

CONDUCTOR-COMPOSER
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Identified with the Major Commercial Radio Programs and Directors Since 1930

"SHOWBOAT"
"LUCKY STRIKE HIT PARADE"
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"ARMOUR HOUR"
"WOODBURY HOUR"
"BRUNSWICK RECORDS"
"TRANSCRIPTIONS"

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Presents

The Seven G's
(On Good Gulf Program for two years)

The Seven Singing Stars
(Whelan Drug Stores—1936)

The Caroleers
(Ford Series—1937)

The Edwin Smalle Voices
With Ferde Grofe's Orch.

745 Seventh Ave., New York
Circle 7-1971

Automobile Show (General Motors), 1936. Musical director in many theatres.

SAMPLE, FRED. Writer, WHKC, Columbus. (R) since 1934; various local shows on this station and WCOL, WBNS, Columbus. (P) reporter, Columbus Dispatch.

SAMUELSON, LOIS. Singer, WHBF, Rock Island. (R) local shows including Voss Co-Eds (Voss Washing Machine Co.), 1935. (P) stenographer.

SANANDRES, AMELIA. Operatic singer, WOV, New York. (R) since 1934; local shows, French, Spanish, German, Italian, English classics.

SANELLA, ANDY. Network orchestra leader. (R) Calling All Sweethearts (Humphrey's Homeopathic Medicine); Manhattan Merry-Go-Round (Dr. Lyon's Tooth Powder); Original Gillette Community Sing (Gillette Razors).

SANDERSON, JULIA. Network singer. (R) programs for General Motors, 1928; Robert Burns Cigars, 1929; Blackstone Cigars, 1929; Bond Bread, 1930. (L) operettas, musical comedies. (V).

SANDS, JAMES Z. Pianist, singer m.c., WHK-WJAY, Cleveland. (R) various local shows on this station and WHEC, Rochester; WISN, Milwaukee; KFAB, Lincoln.

SANDERS, BEN B. Announcer, commercial manager, KDB, Santa Barbara. (R) since 1936; local shows including Four Star Melodies (Sears Roebuck), 1936. (L) Yellow Jack, 1936.

SANDERS, ERNIE. Announcer, WHO, Des Moines. (R) since 1931; shows include Acme Musical Clock (Acme White Lead Co.), 1935; A & P Musical Clock (A & P Co.), 1935; Gene & Glenn (Kellogg Co.), 1936-37; Olson Musical Clock (Olson Rug Co.), 1937. (V) Red & Ernie & the Merry-men, 1934. (P) insurance business.

SANDERSON, ROY. Cowboy entertainer, KTRB, Modesto. (R) local show.

SANFORD, HAROLD. Network (NBC) musical director. (R) programs for Philco Radios, Wrigley Chewing Gum, Maxwell House Coffee, Montgomery Ward; others. (L) with Metropolitan Orchestra, New York Philharmonic Orchestra.

SANDIFORD, W. H. Announcer, KAST, Astoria. (R) local shows on this station and KOIN, Portland, including Football Sportcaster (Associated Oil Co.), 1936-37. (L) stock, 1926-29.

SANFORD, FLORENCE. Actress, director, WGY, Schenectady. (R) various local shows; also played in One Man's Family (Standard Brands), over NBC.

SANMAN, LENA. Music director, KFNF, Shenandoah. (R) various local shows.

SANTON, CHESTER. Announcer, WBRY, Waterbury, Conn. (R) since 1936; local show.

SAPERE, HELENE M. Singer, WSAY, Rochester. (R) since 1936; local shows on this station and WHAM, Rochester. (L) since 1930; Desert Song; My Maryland; Madame Butterfly; others.

SARGENT, JEAN. Network singer (R) Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder); Your Hit Parade (Lucky Strike Cigarettes).

SARGENT, NANNETTE. Actress, WKRC, Cincinnati, (R) Life of Mary Sothern (Tums), NBC, 1935-37; local shows on this station and WLW, Cincinnati. (F) shorts (Photo Color Co.). (L) Mary Jane Lane Players. (V) appearances with Lillian Tashman, Sid Silvers. Formerly with various ballet and concert dancers.

SASSAFRAS (JOHNNY WELSH). Network blackface comedian. (R) appeared with George Fields (Honeyboy) as Honeyboy and Sassafras; programs for Hicks Rubber Co., 1930-31; Purity Bakeries; guest appearances on RCA Magic Key, Kate Smith and Echoes of New York program, (V) since 1928. (P) printer.

SAUNDERS, CARL. Announcer, KFAB, Lincoln. (R) since 1935; local shows on this station and WLBF, Kansas City; W9XBY, Kansas City, Missouri. (P) radio manufacturing.

SAUNDERS, RAYMOND H. Announcer, WHN, New York. (R) since 1932; local shows on this station and WOV, New York, including programs for Schenley, Phillip's Magnesia. (F) shorts, commercials. (P) banking, accounting.

SAUNDERS, SID. Announcer, actor, KMOX, St. Louis. (R) since 1936; local shows including Eddie Dunstedter's Swing Session (Ford Motor Co.), 1936. (V) Sid Saunders, Master of Ceremonies, 1934-35. (P) salesman.

SAUTER, JOHN. Musician, KMOX, St. Louis. (R) since 1934; various shows including programs for Mobile Gas, 1934; United Remedies, 1935; Listerine, 1936; Phillips Petroleum, 1936-37.

SAVAGE, COURTENAY. Writer. (R) Literature Series for American School of the Air.

SAVITT, JAN. Orchestra leader, musical director, KYW, Philadelphia. (R) weekly broadcasts with his Top Hatters over NBC (F) Warner Bros. shorts. (V) 1935-36. Master Recording artist.

SAVITT, LOUIS A. Musical director, concert violinist, WBRE, Wilkes-Barre. (R)

since 1929; various local shows on this station and WMCA, New York, including Richfield Gas & Oil program, 1934.

SAWYER, HELEN. Actress, commentator, KSFO, San Francisco. (R) various local shows including Lipton's Tea program. (P) college.

SAYRE, HARRY. Pianist, WSAZ, Huntington. (R) since 1929; various local shows.

SCHAEFER, MARGARET C. Director of woman's club, producer, WFIL, Philadelphia. (R) local shows for Singer Sewing Machine, Bond Bakers, Mrs. Scholer's Mayonnaise, Boscul Coffee, Remington Rand, Magic Brain Radio.

SCHAFFER, ROY. Singer, guitarist, WWL, New Orleans. (R) local shows including Hamlin's Wizard Oil program. (V) 10 years with road shows and vaudeville acts.

SCHAPER, NEWELL. Staff pianist, WDAF, Kansas City. (R) various local shows.

SCHATZ, MILTON. Saxophonist, WIP, Philadelphia. (R) since 1930; various local shows including Atlantic Family (Atlantic Refining Co.), 1935. Played with Howard Lanin's Band, 1933. Victor recordings with Rosario Bourdon's Orchestra.

SCHAUGHENCY, ED. Announcer, KDKA, Pittsburgh. (R) since 1935; various shows, including Musical Clock (Household Finance, 1935-36, and Fels Naphtha, 1936-37); Minit Interviews (Minit Rub), 1936-37. (L) Children's Playhouse productions.

SCHAUMANN, THELMA. Singer, WHEC, Rochester. (R) since 1934; various local shows. (L) Chocolate Soldier; Sweethearts; Aida; others.

SCHEEL, NICK W. Announcer, KGLO, Mason City. (R) various local shows.

SCHILLING, FLORENCE. Actress, singer, WHN, New York. (R) local shows. (L) Goodman Theatre, 1933-34; Fencemaster, 1936; N. Y. Light Opera Guild, 1936. (P) student.

SCHMIDT, RAY. Sports announcer, KWK, St. Louis. (R) since 1928; various local shows on this station and WIL, St. Louis; WHB, Kansas City, including various shows for Coco-Cola, Blue Ribbon Cigars, Cook Paint & Varnish Co. (P) bank clerk, accountant.

SCHMIDT, STANLEY E. Musician, arranger, conductor, WBAX, Wilkes-Barre. (R) since 1934; local shows.

SCHMIDT, WILLIAM T. Musician, KMOX, St. Louis. (R) since 1934; various shows, including programs for Pittsburgh Plate Glass, 1934; Mobile Gas, 1935; Listerine, 1936.

SCHOELWER, EDDIE. Singer, pianist, WKRC, Cincinnati. (R) local shows, including General Electric Dealers of Cincinnati program, 1933.

SCHOFIELD, MURILLO. Actor, announcer, WDAF, Kansas City. (R) since 1932; local shows, including Steamboat Bill (Malt-o-Meal), 1933-34; True Drug Stories (Red Heart Dog Food), 1935-36; Thrills of Sport (Marvel Cigarettes), 1935-36; Pepper Uppers Dance Parade (Dr. Pepper), 1936-37; Sports Parade (Rio-Tan Cigars), 1936-37. (L) Princess Stock Co., 1935-36. (P) student.

SCHRAMM, JOHN. Program director, announcer, WOV, New York. (R) since 1929; various local shows. Formerly staff announcer, WNEW, WBNX, WOR; music and literary research and production man, NBC.

SCHROEDER, ARTHUR F. Announcer, WMFG, Hibbing. (R) since 1934; local shows on this station and WIBU, Poynette; KROC, Rochester; WMIN, St. Paul; WTCN, Minneapolis.

SCHROEDER, CHARLES E. Announcer, WSAZ, Huntington. (R) since 1936; various local shows on this station and WPAY, Portsmouth; among shows: Spelling Bee (Sherwin-Williams Paint Co.), 1937.

SCHROEDER, ISABELLE. Organist, pianist, WSAZ, Huntington. (R) since 1935; various local shows on this station and WHKC, Columbus; WPAY, Portsmouth, including Chevrolet Sports Revue (Chevrolet Motors), 1933. (V).

SCHUBERT, FREDDIE. Juvenile actor, saxophone player, WHEC, Rochester. (R) since 1936; local shows, including Queen of the Genessee (Standard Oil Co.), 1936.

SCHULTZ, WALTER F. Musician, WROK, Rockford. (R) since 1935; various local commercial and sustaining shows. (P) postal telegraph messenger.

SCHUMAKER, PETER, JR. Drummer, WHBF, Rock Island. (V).

SCHUMER, HENRY. Actor, KPO-KGO, San Francisco. (R) since 1931; various shows, including Keeping Up With Daughter (Sherwin-Williams), 1932-33; Orphan Annie (Ovaltine), 1932-34; Death Valley Days (Pacific Coast Borax), 1934-37. (L) stock, 30 years.

SCHWINN, JULIA M. Actress, WMC, Memphis. (R) since 1933; local shows, including Scott Towel Kitcheneer (Scott Paper Co.), 1937. (L) Memphis Little Theatre.

SCOBEE, MERLE. Singer, musician (Red & His Ramblers), Iowa Broadcasting

Co. (R) since 1932; shows include programs for Crazy Water Crystals, Drug Trade Products, Morton Salt, Aladdin Lamp. (V) personal appearances, 4 years. (P) barber.

SCOBEE, RAY. Singer, musician (Red & His Ramblers), Iowa Broadcasting Co. (R) shows include programs for Drug Trade Products, Red Top Fence, Crazy Water Crystals, Morton Salt. (V) Iowa Barn Dance Frolic, 1935-36; personal appearances; member of The Banjo Kings troupe. (P) student.

SCOGGINS, J. P. Musician, singer, WFAA, Dallas. (R) since 1934; local shows, including Morton Salt program, 1933; Riding with the Texas Rangers (Kellogg Co.), 1936-37. (P) newspaper advertising.

SCOTT, BLANCHE. Pianist, KFJM, Grand Forks. (R) various local shows.

SCOTT, BLANCHE S. Script writer, commentator, WSAY, Rochester. (R) since 1930; various shows on this station and KFI, Los Angeles. (F) writer, Pathe Shorts, 1928-29; shorts (RKO, 1930; Educational Pictures, 1931). (V) single act, 1921.

SCOTT, CORA LEE. Singer, California Radio System. (R) various shows on this station and KFRC, KYA, KSFO, San Francisco. (V).

SCOTT, ELMER. Education of the Adult Program, WFAA, Dallas. (R) since 1930; sustaining show.

SCOTT, FLORENCE. Actress, singer, KTUL, Tulsa. (R) local shows on this station and KVOO, Tulsa.

SCOTT, G. HOWARD. Organist, WCAP, Asbury Park. (R) since 1930; local shows.

SCOTT, HERMAN. Musician, WIP, Philadelphia. (R) since 1933; various local shows. (V) 1929-31.

SCOTT, JACK. Actor, WFAA, Dallas. (R) local sustaining shows. (L) Little Theatre work.

SCOTTI, ROSINA. Singer, actress, WMEX, Boston. (R) since 1933; various local shows on this station and WHDH, WAAB, WBZ-WBZA, WEEI, Boston.

SEABORN, PERRY. Announcer, pianist, CKGB, Timmins, Ontario. (R) since 1927; various local shows, including Nestles Milky Way Boys (Nestles Milk).

SEAGO, LEONARD. Violinist, singer, KGNC, Amarillo. (R) since 1934; local shows including Pontiac Motor Co. program, 1935. (V) appearances with bands, 1933-37.

SEAL, BOB. Continuity writer, announcer, WCOL, Columbus. (R) since 1935; local shows. (P) Standard Oil Co. of California.

SEAL, DOLORES. Singer, KSL, Salt Lake City. (R) since 1929; local shows.

SEAL, RUSSEL. Singer, KANS, Wichita. (R) local shows on this station and KFH, Wichita.

SEAMAN, LADDIE. Network actor. (R) programs for Diamond Crystal Salt, Socony-Vacuum, Lucky Strike Cigarettes, others. (F) Courage.

SEAMON, LARRY. Network actor. (R) Pepper Young's Family (P. & G., for Camay Soap).

SEARLES, NEIL K. Announcer, actor, program manager, WISN, Milwaukee. (R) various local shows. (F) commercials, 1935-37. (L) Little Theatre work.

SEARS, CHARLES. Network singer. (R) Tea Time at Morrell's (Red Heart Dog Food); Melody of Romance (Jell-Sert Co.).

SEATON, ROBERT. Musician, WHAS, Louisville. (R) various shows including Lady Beautiful (Armand), 1935; Kate Smith's Show (A & P Tea Co.), 1936 Here's to You (Oertel Brewing Co.), 1936-37.

SEAY, FRANK B. Actor, WGN, Chicago. (R) since 1931; various shows including Skippy (General Mills); Betty & Bob (General Mills); Myrt & Marge (Wrigley). (L) stock; road companies, 25 years. (V) John P. Wade & Lelia Shaw.

SECOURE, EDWARD. Singer, KOIN, Portland. (R) since 1935; local shows on this station and KHJ, KTM, KFI, Los Angeles. (L) Mikado, 1930; Paris in the Spring, 1931; Desert Song, 1932; Robin Hood, 1935. (V) 1931-32.

SEDGWICK, JANICE. Actress, WHO, Des Moines. (R) since 1936; local shows including Courteous Colonels (Barndall Refining Co.), 1936. (L) Little Theatre productions, 1935-36. (P) student.

SEEBECK, CHARLES E. Announcer, producer, continuity writer, WCBA-WSAN, Allentown. (R) since 1932; local shows on this station and WLTH, WQXR, New York; KYW, Philadelphia. (F) commercials, 1936.

SEGAL, VIVIENNE. Network soprano. (R) Melodiana (Phillips Milk of Magnesia Toothpaste), 1933; Waltz Time (Phillips Milks of Magnesia), 1934; George Arliss programs (General Mills), 1934; Album of Familiar Music (Bayer Aspirin), 1934-35; Lavendar and Old Lace (Bayer Aspirin), 1935; Benny Rubin's Revue (Feenamint), 1936; Echoes of New York Town (Consolidated Edison), 1936.

(F) Song of the West (Warner Bros.), 1930; Golden Dawn (Warner Bros.), 1931; Viennese Nights (Warner Bros.), 1932; Cat and the Fiddle (MGM), 1934; others. (L) Three Musketeers; Oh, Lady, Lady; Yankee Princess; Desert Song; four Ziegfeld Follies; revivals of Merry Widow, Chocolate Soldier; others. (V). (P) student.

SEIDL, LOUISE. Harpist, WOW, Omaha, Neb. (R) since 1933; various local shows. Was formerly a member of vocal trio.

SELLS, PAUL L. Musician, arranger, KMBC, Kansas City. (R) since 1932; local shows including Red Horse Ranch Transcriptions (Socony-Vacuum, 1934-35. (V) 1925-28. (P) orchestra leader.

SENATOR FRANKENSTEIN FISHFACE (Elmore Vincent). Network comedian. (R) Carefree Carnival (Crazy Water Crystals), 1935; Senator Fishface and Professor Figgsbottle (NBC sustaining), 1937; guest appearances; electrical transcriptions. (V) since 1933.

SENSABOUGH, LUDI MAI. Singer, actress, WFAA, Dallas. (R) since 1935; local show including Pepper-Uppers (Dr. Pepper Beverages), 1935. (P) college.

SEQUIN SISTERS. Vocal Trio, WMFG, Hibbing. (R) since 1935; local shows.

SERRA, IRMA. Singer, WSPR, Springfield. (R) since 1935; local shows on this station and WMAS, Springfield. (V) soloist, E. J. McEnelly's Orchestra, 1935; personal appearances.

SEYFORTH, DAN. Talent, production manager, KWK, Los Angeles. (R) since 1926; local shows on this station and WSBF, including Pebeco Toothpaste program, 1931-32. (L) stock, 1917-19. (V) McDonald Bros., 1915-22; 3 Boys and a Piano, 1922-24.

SEYMOUR, ANN. Network actress. (R) The Story of Mary Marlin (P. & G., for Ivory Soap); Grand Hotel (Campana Sales).

SHACKLEY, GEORGE. Network actor. (R) Homemaker's Exchange (National Ice Advertising).

SHAND, TERRY. Network entertainer. Penthouse Serenade (Maybelline).

SHANNON, GRACE. Singer, pianist, arranger, WBIG, Greensboro. (R) since 1927; network shows include Therenoid program (NBC), 1927; Drury Beer program (CBS), 1933-34; Borden Cheese program (CBS), 1933-34; Wilkins Coffee program (CBS), 1933-34; also various local shows.

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SHAPARD, WILLIAM. Announcer, WHN, New York. (R) since 1936; local shows including Kiddie Revue (Sears Roebuck), 1936; Mrs. Wiggs of the Cabbage Patch (Jad Salts), 1936; H. E. Read-news (Midwest Radio Corp.), 1936. (L) Williams Repertory Co., 1935; stock, 1935. (P) student.

SHARBUTT, DEL. Network announcer. (R) Fun in Swingtime (Admiracion Shampoo); Broadway Varieties (American Home Products for Bisodol); Ted Husing Sportcast (Atlantic Refining); Guy Lombardo (General Baking); Ma and Pa (Atlantic Refining).

SHARPEL, JOHNNY. Singer, WIL, St. Louis. (R) since 1936; various local shows. (P) college.

SHATTUCK, MYRTLE. Musician, WNAC, Boston. (R) since 1930; local shows on this station and WAAB, Boston; WEEI, Boston. (P) high school teacher.

SHAW, AL (SHAW & LEE). Network actor, comedian, singer. (R) Jack Oakie's College (Camel Cigarettes), 1937. (F) Beau Brummells (Warner Bros.), 1928; Going Places (Warner Bros.), 1930; Mrs. Wiggs of the Cabbage Patch (Paramount), 1934; King of Burlesque (20th Century Fox), 1936. (L) Ed Wynn's Grab Bag, 1924-25; George White's Scandals, 1932. (V) Shaw & Lee, 1922-24.

SHAW, CLIFFORD. Pianist, composer. WAVE, Louisville. (R) since 1929; local shows on this station and WNOX, WROL, Knoxville; guest on WBOW, Terre Haute; WDOD, Chattanooga; WGBF, Evansville. (F) silent, 1927-29. (V) 1929-33. (P) non-sync Vitaphone operator.

SHAW, EARLE. Actor, KOA, Denver. (R) since 1928; local shows on this station and KLZ, Denver. (P) lawyer.

SHAW, GLENN C. Announcer, actor, KSL, Salt Lake City. (R) various local shows including Mar-O-Oil Musical Revue, 1935-37. (P) student.

SHAW, HOLLACE. Network soprano. (R) California Hour California Chain Stores), CBS, 1923, 1936-37; Thrills (Union Oil Co.), NBC.

SHAW, OSCAR. Network singer, master of ceremonies. (R) Broadway Varieties (Bisodol), 1935-37. (F) silent pictures; Coconuts (with Marx Bros.), 1930. (L) Oh, Kay; Five O'Clock Girl; Flying High; Everybody's Welcome; Music Box Revue; Good Morning, Dearie; Two Little Girls in Blue; Petticoat Fever; Of Thee I Sing; others.

SHAW, ROY C. Musician, WHO, Des Moines. (R) since 1924; local shows including Crazy Water Crystals program, 1937. (L) stock, 1912; 1923-27. (V) stage band, 1928-32.

SHAW, SALLY. Popular singer, WICC, Bridgeport. (R) since 1934; local shows. (V) 1935.

SHAW, STANLEY W. Announcer, master of ceremonies, WNEW, New York. (R) since 1935; local shows on this station and WRC, Washington; KYW, Philadelphia; WCAO, Baltimore, including Milkman's Matinee (participating sponsorship: Krueger's Brewing Co., Bulova Watch, and others). (L) Mikado, 1929; Officer 666, 1930; Pinafore, 1930; Iolanthe, 1931; others.

SHAYNE, AL. Singer. (R) various network shows and local shows on WOR, WMCA, New York. (F) short, Out of the Stony Brook (Warner Bros.), 1930. (V) Al Shayne, 1914; Al Shayne (American Ambassador of Song), 1936.

SHEA, GILBERT. Actor, Michigan Network. (R) various shows including Lady Next Door (Pacific Fruit & Produce Co.), 1929; Lone Ranger (Gordon Baking Co.), 1937. (L) What Price Glory, 1928-29; Craig's Wife, 1929; stock. (P) draftsman.

SHEA, JOHN. Network actor. (R) Bobby Benson (Hecker H-O Products).

SHEDLOVE, EDITH ("POLLY"). Announcer, writer, KSTP, St. Paul. (R) since 1932; various local shows. Also does production and merchandising. (P) newspaper columnist.

SHEEHAN, RUTH. Actress, KYW, Philadelphia. (R) since 1933; local shows, including Junior Thrillers, Sally At the Switchboard (Sears Roebuck), 1936-37. (L) Passion Play. (P) dramatics teacher.

SHEEHAN, WILLIAM A. Political reporter, commentator, WTIC, Hartford. (P) Hartford correspondent, N. Y. Times.

SHEEHY, JAMES. Singer, music librarian, WHAS, Louisville. (R) since 1931; various local shows. (P) banker, salesman.

SHELDON, PATRICIA. Writer, WGY, Schenectady. (R) since 1933; various local shows.

SHELDON, RUTH. Actress, KTUL, Tulsa. (R) since 1936; local shows. (L) Little Theatre productions. (P) reporter, Tulsa Tribune.

SHELLEY, GLENN. Organist, KGW-KEX, Portland. (R) various local shows. (P) student.

SHELLEY, JOHN. Assistant news editor, WHO, Des Moines. (R) since 1936; local show. (P) student.

SHELLEY, RAYMOND. Pianist, organist, KANS, Wichita. (R) since 1933; local shows on this station and KIUL, Garden

City, including Fox Theatre Serenade, 1934-35. (V) 1933-34.

SHELLEY, WILLIAM. Network actor. (R) Sherlock Holmes (Household Finance).

SHELTON, FRED. Singer, WFAA, Dallas. (R) since 1922; local shows. (V) 1928. (P) undertaker.

SHELTON, GEORGE. Network entertainer. (R) Sunday Night Party (Sealtest Laboratories for Sealtest milk and ice cream).

SHERMAN, LILLIAN. Blues singer, WGAR, Cleveland. (R) local shows on this station and WTAM, Cleveland. Also singer with various orchestras.

SHERMAN, LYNNE. Singer, WMEX, Boston. (R) broadcasts weekly as soloist with Lew Conrad's Orchestra from Cocoanut Grove.

SHERMAN, WILLIAM N. Announcer, writer, director, WGRC, New Albany. (P) advertiser, salesman.

SHERRADIN, HARRY. Musician, WMT, Cedar Rapids. (R) local shows including Pappy Sherman (Wolf Hatchery), 1937.

SHERRILL, JUDY. Singer, continuity writer, WHK-WJAY, Cleveland. (R) since 1930; various local shows on this station and WSPD, Toledo; WTAM, WGAR, Cleveland. (V) Fantasy in Blue, 1931. (P) college.

SHIDELER, DOROTHY. Network actress. (R) various network shows, including Betty & Bob (General Mills), 5 years; Oxydol's Own Perkins; Mar-O-Oil program; Palmer House Promenade.

SHIELD, ROY. Network conductor. (R) Tea Time at Morrell's (Red Heart Dog Food). Musical director, NBC, Chicago.

SHIELDS, HUGH (REV.). Humorous commentator, WICC, Bridgeport. (R) since 1934; local shows. (P) minister.

SHIELDS, MARCELLA. Network entertainer. (R) dining with George Rector (Phillips Packing Co.).

SHIPP, ANN. Musician, singer, WBAP, Fort Worth. (R) since 1936; local shows on this station and KFJZ, KTAT, Ft. Worth. (L) Fort Worth Little Theatre, 1927-31. Also played with symphonies.

SHIRLEY, AL. Network actor. (R) Sherlock Holmes (Household Finance).

SHOEMAKER, RALPH, JR. Announcer, WPG, Atlantic City. (P) bank clerk, telegraph operator.

SHOOP, DAVID. Pianist, accordionist, organist, WHP, Harrisburg. (R) since 1933; local shows, including Silver Dust Minstrel with the Silver Dust Twins,

HARRY SOSNIK

Conductor - Composer - Pianist

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Lucky Strike Hit Parade

Real Silk Hosiery — Morning Matinee

Swift Program — Pepsodent Program

Victor Records and Transcriptions

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Management M.C.A.

1933; The G. E. Jesters (General Electric), 1934; The Lonely Troubador (Listerine Tooth Paste), 1937. (V) The Wandering Minstrel, 1927-30. (P) piano and accordion teacher.

SHOPEN, FRANK E. Announcer WAAW, Omaha. (R) since 1929; various local shows on this station and KFXD, Nampa; WMT, Cedar Rapids.

SHOREY, NORMA BERTHA. Actress, WMBC, Kansas City. (R) local shows on this station and KXBY, Kansas City. (P) stenographer, cashier.

SHREDNIK, MILTON. Musical director, arranger, pianist, KOA, Denver. (R) since 1927; local shows on this station and KLZ, Denver; WEVD, New York, including Ford Ranger Revue (Ford Motor Co.), 1935-36; Colonel Courtesy (Barnsdall Refining Co.), 1936-37. (V).

SHRIER, HYMEN S. Character parts, WOW, Omaha, Neb. (R) since 1935; various local shows. (P) attorney at law.

SHRIVER, WILLIAM H., JR. Actor, WFBR, Baltimore. (R) since 1937; local show. (L) summer stock; Dear Brutus; Junior League Children's Theatre; Heide; Group Theatre of Baltimore; Wind and the Rain.

SHRINER, RALPH. Organist, pianist, WALR, Zanesville. (R) various local shows. Pit pianist, 1924-33.

SCHULTZ, ALTA. Singer, KDKA, Pittsburgh. (R) local sustaining shows.

SHUMATE, EUGENE. Sports announcer, Iowa Broadcasting Co. (R) various shows, including Iowa University Football broadcasts (General Mills), 1936.

SIEBERT, RAYMOND C. Musical director, WDEV, Waterbury. (R) local shows, including Ford Ensemble (Ford Motor Co.), 1937. (F) shorts (Fox). (P) choir director. Has done recordings for Victor.

SIEDEL, FRANK. Continuity writer, WHKC, Columbus. (R) local shows, including Montgomery Ward program, 1936-37. (P) student.

SIGARS, KEN. Program director, WMBH, Joplin. (R) since 1934; local shows. (P) draftsman.

SILLIS, FRANK J. Announcer, WMEX, Boston. (R) since 1928; various local shows on this station and WEAN, Providence; WAAB, Boston, including Clicquot Club Eskimos, 1928. (F) The Phantom Wedding, 1920. (L) The Littlest Rebel.

SILVA, FRANK A., JR. Sports commentator, WHAM, Rochester. (R) local shows on this station and WICC, Bridgeport; WBEN, Buffalo. Editor-in-Chief, Yankee Network News Service.

SILVER, ELEANOR. Network dramatic actress. (R) Burns & Allen (Campbell Tomato Juice), 1935; Leslie Howard (Hind's Honey & Almond Cream), 1935-36; Hollywood Hotel (Campbell Soup), 1936; Lux Theatre (Lux Toilet Soap), 1936; Strange as it Seems (Sinclair Oil), 1936; Shell Chateau (Shell Oil), 1937; Robert L. Ripley's program (Fleischmann Yeast for Bread), 1936-37; News of Youth (Ward Baking Co.), 1937. (F) Queen Mary (Columbia), 1936; Dr. Socrates (Warner Bros.), 1936; others. (L) This Thing Called Love, with Tom Moore, 1935; others.

SILVER, JOSEPH J. Announcer, writer, WLBC, Muncie. (R) since 1936; local shows on this station and WCBS, Springfield. (P) student.

SILVERS, LOUIS. Network conductor. (R) Lux Theatre of the Air (Lever Bros.). (F) Warner Bros., Columbia, as musical director.

SILVERS, SID. Network actor, writer. (R) various shows, including Lifebuoy & Rinso program; guest apearance on Jack Benny Show, 1933. (F) Bottoms Up (Fox), 1934; Broadway Melody of 1936 (MGM); Born to Dance (MGM). (L) You Said It (with Lou Holtz); Take a Chance (with Jack Haley, Ethel Merman). (V) Phil Baker, 1923-30. (P) newsboy, song plugger.

SIMEONE, HARRY. Network conductor. (R) Edgeworth Tobacco program, 1932; Jeddo Highland Coal show, 1934; arranger for Lavendar and Old Lace, 1935; Sheffield Mills program, 1937.

SIMMS, AMY. Guitarist, singer, KFNF, Shenandoah. (R) local shows, including Sterling Insurance program, 1937.

SIMMS, ERMA. Guitarist, singer, KFNF, Shenandoah. (R) local shows, including Sterling Insurance program, 1937.

SIMMONS, ARVID ("DOC"). Singer, musician, actor, KSTP, St. Paul. (R) since 1937; various local shows. (F) commercials, 1936-37. (V) Knights of Note, 1935-37. (P) entertainer.

SIMMONS, DAVE. Announcer, producer, KDYL, Salt Lake City. (R) since 1933; local shows. (P) student.

SIMMONS, JAMES L. Program director, announcer, singer, KCMO, Kansas City. (R) local shows on this station and KMBC, WHB, WDAF, WLBF, Kansas City; KWK, St. Louis; WENR, Chicago; WMBH, Joplin; KWTO, KGBX, Springfield, including Sendol, Norge, Pontiac, Fitch Shampoo programs. (L) Municipal Opera Co., 1930; Show Boat; Blossom Time; others. (V) 1931.

GEORGIE STOLL

Jack Oakie's College
For Camel Cigarettes
CBS-Coast-To-Coast

'BROADWAY MELODY
OF 1938'
'ROSALIE' FOR MGM

SIMON, FRANK. Network conductor. Frank Simon and his Concert Band, Armco Iron Master (American Rolling Mills).

SIMONDS, HAROLD. News, sport commentator, writer, WFIL, Philadelphia. (R) since 1934; various local shows. (V).

SIMOVITZ, HARRY. Musician, WJJD, Chicago. (R) since 1935; local shows, including Listen to This (Murine), 1935-36. (V) Paco-Florence Revue, 1928-29. Member various orchestras, 1934-36.

SIMPSON SISTERS (MARY, LOESSA, JESSIE). Singers, KONO, San Antonio. (R) since 1936; local shows. (F) newsreel, 1937; commercial short, 1937. (V) Gene Autry Stage Show, 1936.

SIMPSON, WILMAR. Announcer, KNOW, Austin. (R) various local shows on this station and KONO, KMAC, KTSA, KABC, San Antonio, including Essex Motor Co. program. (V) singer and guitarist, The Teaser's Swing Band, and other orchestras, 1933-36. (P) advertising manager.

SIMS, ED. Musician, announcer, WMFJ, Daytona Beach. (R) since 1931; local shows on this station and WKBC, Birmingham; WNOX, Knoxville; WSOC, Charlotte, including Sports Parade (Gillette Safety Razor Co.), 1932. (V) 1919. (P) advertising.

SIMS, JIMMIE. Musician, WFAA, Dallas. (R) since 1935; local shows, including Pepper-Uppers (Dr. Pepper Bottling Co.), 1936-37; Chevrolet Amateur Contest (Chevrolet Motor Co.), 1936-37. (V) various theatres, 1930-36. Member Dallas Symphony, 1929-30.

SINATRA, RAY. Network orchestra conductor, arranger. (R) programs for Carlsbad Salts, 1935; Camay Soap, 1935-36; Lucky Strike Cigarettes, 1936; Karo and Linit, 1937. Was formerly arranger for Metro-Goldwyn-Mayer.

SINDELAR, GEORGE. Pianist, sound effects man, music librarian, KOBH, Rapid City. (R) various local shows. (P) music store clerk.

SINDER, EDWIN. Musician, assistant director of station orchestra, WHAS, Louisville. (R) since 1935; various shows including Lady Beautiful (Armand), 1935; Kate Smith (A & P Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Otis Skinner, 1927; Ed Wynn, 1927; Al Jolson, 1929; stock, 1928-31. (V) Roy Smith's Scotch Highlander Band, 1916; Natiello Concert Band, 1919-21.

SINEX, MAY. Monologuist, actress, Iowa Broadcasting Co. (R) local participation program, 1937. Second in Metro-Goldwyn-Mayer Movie Contest, 1936. (P) student.

SINGER, SALLY. Network singer. (R) Krueger Musical Toast (Krueger Brewing Co.).

SINGIN' SAM (HARRY FRANKEL). Network singer, actor. (R) Singin' Sam (Wasey Products, for Barbasol).

SINGING TRIO (LA VETA ANDERSON, BEVERLY WARD, LORU BAILEY). Singers, KOA, Denver. (R) since 1935; local shows including Ranger Revue (Ford Motor Co.), 1935-36. (V) 1932-34.

SINIFF, HELEN. Book reviewer, WSBT-WFAM, South Bend. (P) student, columnist.

SIPES, LEON. Announcer, producer, KELD, El Dorado. (R) since 1929; various local shows. (P) student.

SIPLING, ESTHER. Producer, Iowa Broadcasting Co. (R) various shows in 1936.

SISSON, ALLEN L. News editor, newscaster, WHAM, Rochester, N. Y. (R) since 1935; various local shows. (L) stock, 1923-33; four seasons as head of own company. (P) Director of Little Theatre Players, Ithaca, 1928-33.

SISSON, KENN. Network conductor, composer, musical arranger. (R) since 1930; Maxwell House Coffee Revue, 1930; Armour Hour (Armour & Co.), 1934; Log Cabin Inn (General Foods), 1935; Let's Dance (National Biscuit Co.), 1936; Rhythm at 8 (Lysol), 1936; Maxwell House Show Boat (General Foods); Your Hit Parade (Lucky Strike Cigarettes), 1936-37. (F) Ben Bernie shorts (Wm. Fox studios), 1928; Syncopated Sermons (Warner Bros.), 1930. (V) Clover Leaf Inn, 1920; Pearl Regay & Rialto Five; Ben Bernie & Orchestra.

SISTERS THREE (CECILIA, OLIVE, AND NORMA PIXLER). Singers, WAAW, Omaha. (R) since 1935; local shows on this station and KMMJ, Clay Center. (P) school teachers.

SIVERSON, CHARLES. Musical director, WHAM, Rochester, N. Y. (R) since 1930; various local shows. (P) Student, Eastman School of Music. Also Chairman of program planning board, WHAM.

SIZEMORE, GORDON & BETTY. Vocal and guitar, WHAS, Louisville. (R) since 1929; local shows on this station and WLAP, Lexington; WCKY, Cincinnati; WGN, Chicago.

SIZER, ALICE. Singer (Williams Sisters Trio), KPO-KGO, San Francisco. (R) since 1934; various shows including Al Pearce's Gang (Sperry Flour Co.), 1934-35; Bing Crosby (Woodbury Soap Co.), 1935. (V) Al Pearce's Gang, 1934-35; Williams Sisters Trio.

SKELTON, KENNETH W. Program director, WDAE, Tampa. (R) since 1926; local shows on this station and WDBO, Orlando.

SKELTON, ROGER. Announcer, actor, news commentator, WAIM, Anderson. (R) since 1935; local shows on this station and WMFJ, Daytona Beach.

SKERRETT, MRS. H. H. (MAY PRICE). Actress, WFIL, Philadelphia. (R) since 1935; local show. Previously in amateur theatricals.

SLAGLE, JOHN. Announcer, WXYZ, Detroit. (R) since 1934; local shows including, The Big Broadcast (R. G. Dun Cigar Co.), 1936; Gus Clark (Nu Nut Foods), 1937. (F) commercials, 1936.

SLATER, NORVELL. Program producer, announcer, singer, pianist, WHB, Kansas City. (R) since 1927; various local shows including The Globe Trotter (Globe Laboratories), 1934; Household Harmonizers (Household Finance Corp.), 1934-36. (V) personal appearances, 1929-30. (P) salesman.

SLATTERY, BART. Staff announcer, WIL, St. Louis. (R) since 1933; various shows on this station and KMOX, St. Louis including Radio Movie Club (Metro-Goldwyn-Mayer), 1935-36. (F) Hearst International Newsreel. (L) stock, 1931-32; musical stock, 1929. (P) statistician.

SLATTERY, CHARLES. Network actor. (R) Pretty Kitty Kelly (Continental Baking Co.).

SLEVIN, PETER. Concert singer, WMEX, Boston. (R) various local shows on this station and WRC, WJSV, WOL, Washington. (P) Irish Free State Army.

SLICER, HERNDON. Pianist, singer, WDBJ, Roanoke. (R) since 1935; various local shows. (V) 1920.

SLOANE, MARGOT. Announcer, blues singer, pianist, WNEW, New York. (R) since 1935; local shows on this station and WOR, Newark; WTIC, Hartford; WJAY, Cleveland; WSPD, Toledo; including Gold Dust Twins, Travellers Insurance Co., Apex Washing Machine Co. programs, 1935. (V) 1920-25.

SLONE, SIDNEY. Network actor. (R) Famous Jury Trials (Mennen Co.).

SLOSSER, MILTON. Organist, KTUL, Tulsa. (R) since 1930; local shows on this station and WKY, Oklahoma City; KMOX, St. Louis.

SMALL, JIM. Entertainer, song writer, WHEB, Portsmouth. (R) since 1933; local shows. (V) Jim Small & His Shiretownians, 1933-34; Jim Small's Radio Review, 1936; personal appearances currently. Author of song book.

SMALLE, ED. Network choral director, vocal stylist, arranger. (R) Vagabond Glee Club (Linit), 1933-34; Leaders Trio on Travelers Hour, 1933-34; Leaders Quartet with Fox Fur Trappers (I. J. Fox), 1934; Roxyaires (Castoria), 1934-35; Phil Baker (Good Gulf Gas) since 1935; The Caroleers in Ford Series, 1937. (F) Warner Bros. shorts. (V) singing acts and solo since 1914. Victor Recording artist.

SMALLENS, ALEXANDER. Network conductor. (R) Ford Sunday Evening Hour (Ford Motors).

SMALLEY, TOM. Announcer, CKWX, Vancouver, B. C. (R) local sustaining programs.

SMART, JACK. Network actor. (R) Wonder Show (Continental Baking Co.).

SMILEY, BETTE. Singer, pianist, KDKA, Pittsburgh. (R) various local shows. (V) night club appearances.

SMITH, ARTHUR J. Announcer, KRNT, Des Moines. (R) various shows, including programs for Sears Roebuck, 1935-37. (F) commercials. (L) Little Theatre work. (P) college.

SMITH, BECKLEY. News editor, commentator, WJAS, Pittsburgh. (R) since 1927; local shows.

SMITH, C. B. M. Musician, WHO, Des Moines. (R) since 1929; local shows. (L) 1930-37. (V) 1911-30. Formerly member of various concert bands and dance orchestras.

SMITH, CHARLES F. Musician, WBAP, Ft. Worth. (R) since 1929; local shows on this station and KMOX, St. Louis, including Morton Salt program, 1936-37; Jewel Gems (Swift & Co.); Cosden Traffic Cop (Cosden Oil Co.), 1936-37.

SMITH, DICK. Announcer, program producer, WHB, Kansas City. (R) since 1927; various shows, including A & P Minute Parade, 1935. (P) college professor.

SMITH, DON C. Announcer, WSMK, Dayton. (R) various local shows. (L) Arrival of Kitty, 1934.

SMITH, EDGAR K. Announcer, singer, WHP, Harrisburg. (R) since 1933; local shows, including Minstrel and the Twins (Gold Dust Corp.), 1933; The G E Jesters (General Electric), 1934; The Lonely Troubadour (Listerine Tooth Paste), 1937. (V) appearances in local houses. (P) district manager.

SMITH, ERLE HAZLETT. News commentator, editor, KMBC, Kansas City. (R) since 1935; local shows, including Continental Baking Co., 1935; Atwater Kent Radio, 1936; Chrysler Motor programs, 1937. (P) aviation.

SMITH, ERNIE. Announcer, program director, WBIG, Greensboro. (R) since 1932; local shows, including A & P Tea Co. program, 1936.

SMITH, EVERIDGE. Pianist, singer, WNBR, Memphis. (R) since 1936; local shows.

SMITH, GLAD AND WOODY. Singers, actors, pianists, KMBC, Kansas City. (R) since 1930; local shows on this station and WBBM, Chicago. (V) 1928-29.

SMITH, GRACE L. Visiting Nurse of the Air, KFI-KECA, Los Angeles. (R) local sustaining show on this station and KHJ, Los Angeles.

SMITH, IDA MAE. Director of Children's Theatre, WGAR, Cleveland. (R) since 1936; local shows, including Jimmy Allen's Heroes of Today (Hi-Speed Blue Flash), 1936. (V) Telephone Tangle, 1926-27. (P) brokerage house.

SMITH, J. B. Singer, WFAA, Dallas. (R) local shows, including Riding with the Texas Rangers (Kellogg Co.), 1936-37. (P) engineer.

SMITH, JIMMIE. Guitarist, singer, announcer, WPAY, Portsmouth. (R) since 1935; local shows. (V) Jim and Lee, 1932-34; Honolulu Troubadours, 1933-34; Doc Schneider's Yodeling Cowboys, 1934.

SMITH, KATE. Network singer, mistress of ceremonies. (R) since 1931; programs for Hudson Terraplane, La Palina, A & P Tea Company, and General Foods (starting Sept. 30, 1937). (F) Hello Everybody (Paramount). (L) Flying High, Honeymoon Lane; others. (V) Swanee Musical Tour.

SMITH, LEROY EDWARD. Continuity editor, KMBC, Kansas City. (R) since 1930; local shows. (L) Rochester American Opera Co., 1925-29; Eastman Theatre Musical Stock, 1927-29. (P) securities office.

SMITH, LOLA. Pianist, accordionist, singer, WSPD, Toledo. (R) since 1932; local shows. (V) personal appearances, 10 years. (P) music teacher.

SMITH, MARK. Network actor. (R) Treasure Adventures of Jack Masters (Maltex).

SMITH, NORMAN. Orchestra leader, saxophonist, KGFF, Shawnee. (R) since 1930; local shows, including Lucky Strike program, 1930. (V) engagements with Jimmie Joy's Band, 1932. Recordings with same orchestra for Brunswick.

SMITH, OLIVER. Network singer. (R) A & P Gypsies (A & P Tea Co.), 1929; Painter of Songs, 1933; programs for RCA Victor, 1929; Eveready Razors, 1929; Jack Frost Sugar, 1930. (P) taught voice in college.

SMITH, RAND. Singer, WBZ-WBZA, Boston. (R) since 1935; various local shows. (V) 1934-37; toured New England with own dance orchestra; concert work, etc.

SMITH, ROBERT. Announcer, singer, impersonator, WABI, Bangor. (L) stock.

SMITH, ROBERT M. Trombonist, KMOX, St. Louis. (R) since 1933; various shows, including programs for Chevrolet, 1933-34; Standard Oil, 1934; Ford, 1933-34; Dodge, 1935-36; Listerine, 1936. (P) salesman, mechanical engineer.

SMITH, RODNEY P. Musician, KELD, El Dorado. (L) 1919. (P) school teacher.

SMITH, SALLIE AGNES. Network actress. (R) We Are Four (Libby, McNeill & Libby).

SMITH, SAX. Saxophonist, orchestra director, WHEC, Rochester. (R) since 1931; shows include Ivanhoe Saladiers (Ivanhoe Mayonnaise), 1931; Morton Downey program (Camel Cigarettes), 1932; Pleasure Cruise (Socony), 1933; Kate Smith program (La Paloma Cigars), 1934.

SMITH, "STUFF." Orchestra leader. (R) Lucidin program (WMCA, New York). (F) 52d Street (Columbia). (V). Victor recording artist.

SMITH, THOMAS. Producer, writer, announcer, KNX, Los Angeles. (R) since 1928; Hall of Fame (Lysol), NBC, 1933; Vick's Open House, CBS, 1936-37; local shows. (F) President's Mystery (Republic), 1935; That Woman from Paris (RKO), 1936. (L) Portland Civic Players. (P) stock exchange.

SMITH, THOMAS B. Music director, WRAX-WPEN, Philadelphia. (R) various local shows.

SMITH, VIRGIL S. Writer, KGW-KEX, Portland. (R) since 1934; local newscast. (P) news editor.

SMITH, WHEELER. Program director, KFPY, Spokane. (R) since 1929; various shows including Sperry Male Chorus (Sperry Flour Co.). (P) student.

SMITHERMAN, ROSS. Singer, WALA, Mobile. (R) since 1934; local shows including Willard Tablet program, 1934.

SMITHLINE, LILLIAN. Pianist, KTUL, Tulsa. (R) since 1935; local shows in-

cluding A Dollar a Minute (Mid-West Chevrolet Co.), 1936-37; Barnsdall's Courteous Colonels (Barnsdall Refining Co.).

SMOLYK, OLGA. Singer, pianist, CFRN, Edmonton, Alta. (R) since 1936; local shows including Hudson Bay Co. program. (V) 1936-37. (P) student.

SMOOTHIES, THE. Network musical entertainers. (R) Vocal Varieties (Lewis-Howe Co., for Tums).

SMYTHE, J. ANTHONY. Actor, KPO-KGO, San Francisco. (R) since 1932; local shows including One Man's Family (Tenderleaf Tea, Kentucky Winner Cigarettes, Wesson Oil and Snowdrift). (L) 20 years experience, dramatic productions.

SNELL, GEORGE. Announcer, continuity writer, KDYL, Salt Lake City. (R) since 1927; local shows.

SNYDER, GUY V. Pianist, organist, KFH, Wichita. (R) since 1929; various local shows.

SNYDER, HOWARD. Network writer. (R) with Hugh Wedlock, Jr., programs for Jack Benny, Ben Bernie, Show Boat, Log Cabin Syrup; material for Gregory Ratoff, Bert Wheeler, Anna Sten.

SOARES, VICTOR E. Dramatic actor, KDON, Monterey. (R) since 1936; local shows. (L) Damon and Pythias, 1892-3; People's Stock Co., 1893; Mozart Stock Co., 1894; Romeo and Juliet and Cymbeline, 1894-5. (P) minister, draughtsman.

SOBLE, KEN. Announcer, M. C., CKCL, Toronto, Ontario. (R) since 1930; various shows including programs for Ford Motor Co., Kruschen Salts.

SOLLARS, RAY E. Continuity editor, WMBH, Joplin. (R) since 1935; local shows. (P) salesman.

SONGER, WAYNE E. Musician, WHO, Des Moines. (R) local shows for Barnsdall Refining Co.; Virginia Dare Extract Co.; Budweiser Beer Co.

SORIN, LOUIS. Network dramatic, comedy actor. (R) programs with Rudy Vallee, Eddie Cantor, Jack Benny, Al Jolson, Fannie Brice. (F) Animal Crackers, Glorifying the American Girl, Lucky in Love. (L) The Fool; Once in a Lifetime; The Money Lender.

SOSNIK, HARRY. Network orchestra leader, composer, pianist. (R) Pennzoil Parade of Melodies, 1932-33; programs for Atlantic Coast Fisheries, 1931; Swift & Co., 1934-35; Real Silk Hosiery Mills, 1936-37; Mentholatum; Phoenix Hosiery; Pepsodent Tooth Paste, 1936; Lucky Strike Cigarettes, 1937; others. (V) theatre and hotel engagements.

SOULE, OLAN. Network dramatic actor. (R) Bachelor's Children (Old Dutch Cleanser); A Tale of Today (Princess Pat); Story of Davey Adams (Lava Soap). (L) stock with Morgan Wallace; Brooks Stock Co., 1926-28. (P) secretary.

SOUTHARD, HERBERT C. Announcer, WBAP, Ft. Worth. (R) since 1931; local shows on this station and KFPW, Ft. Smith, including Cosden Higher Octanes (Cosden Oil Co.); Paul Whiteman Musical Varieties (Woodbury Co.). (P) salesman.

SOUTHERN, JEAN. Network actress. (R) News of Youth (Ward Baking Co.); Bobby Benson (Hecker H-O Co.).

SOUVAINE, HENRY. Network producer, writer, composer. (R) Cadillac Concerts, General Motors Concerts, Pontiac Sunday Night Party, Pontiac Varsity Show, La Salle Fashion Show, Washington Merry-Go-Round; others.

SPAETH, SIGMUND. Network novel musical programs. (R) Old Company Hour, NBC, 1929; Happy Wonder Bakers, NBC, 1931. (F) Old Tunes for New (Fox Movietone), 1928; The Tune Detective (Paramount), 1930.

SPARGROVE, WILLIAM E. Announcer, commentator, newscaster, Iowa Broadcasting Co. (R) various shows, including Priscilla Wayne (Calumet Baking Powder), 1936.

SPARKS, JEFF. Announcer, WOR, New York. (R) since 1932; NBC shows, Elgin Watch programs; Death Valley Days (Pacific Coast Borax Co.), 1932; George Rector & Colonel Goodbody (A & P Co.), 1932; various local shows including programs for Phillip Morris Cigarettes, Dr. Edward's Olive Tablets.

SPARNON, KEN. Musical director, M. C., announcer, news commentator, WSAY, Rochester. (R) since 1929; Ken Sparnon's String Orchestra, NBC, 1934-36; local shows including Norge Commanders (Norge Refrigerators), 1931. Musical director for Loew's, Inc., Warners Bros., RKO, 1918-29.

SPEAKS, MARGARET. Network singer. (R) programs for True Story Magazine, Philco, Firestone, Tydol Gasoline. (L) Cherry Blossoms, 1927. (V) Musical Cocktails, 1927.

SPECTOR, MAURICE. Drummer, WIP, Philadelphia. (R) since 1930; various local shows. Played with various orchestras; made recordings with Paul Whiteman's Band, 1932.

SPEER, CHARLES C. Writer for H. N. Swanson, Inc., program producers.

SPENCE, ROWLAND STEWART. An-

nouncer, KROY, Sacramento. (R) various local shows.

SPENCER, EDITH. Network dramatic actress. (R) Death Valley Days (Pacific Coast Borax), NBC, since 1933; Five Star Jones; Ivory Tent Show (Ivory Snow). (L) stock. (V) Wronged from the Start 1913-14. (P) librarian.

SPIEGLE, STAN. Producer, KXRO, Aberdeen. (R) various local shows on this station and KMOX, St. Louis; KMBC, KXBY, Kansas City; KFEL, KLZ, Denver; WBBM, WCFL, Chicago; WAVE, Louisville; WGST, Atlanta; WRR, Dallas; KOIN, KXL, Portland; WIND, Gary. (P) student.

SPITALNY, PHIL. Network orchestra leader. (R) Nestle Chocolateers; The Hour of Charm (General Electric). (F) Ship Ahoy (MGM). (V).

SPOON, J. WILLARD. Violinist, singer, KDKA, Pittsburgh. (R) various shows on this station and WEEU, Reading; WWVA, Wheeling, including programs for Georgie Porgie Co., 1935-36; Rogers Silverware, 1936; currently on NBC sustaining program. (V) theatre and auditorium presentations.

SPRAGUE, EDGAR A. Sports commentator, WCAE, Pittsburgh. (R) since 1933; various local shows including football games (Atlantic Refining Co.), 1936.

SPRAGUE, RUTH. Actress, KPO-KGO, San Francisco. (R) since 1930; various shows on this station and KFRC, San Francisco, including Shell Show (Shell Oil Co.), 1933-34; Martha Meade (Sperry Flour Co.), 1934-36; Death Valley Days (Pacific Coast Borax). (L) Alice in Wonderland, 1935; others.

SPRATT, RUDY. Musician, CKCL, Toronto, Ontario. (R) various local shows. (V) Banjo Twins, 1931-34.

SPRINGER, HARRY. Pianist, organist, WESG, Elmira. (R) since 1935; local shows, including Personal Finance program. (V) Maybelle Sherman & Co., 1919-20. Also organ soloist, director of theatre orchestras.

SPROSS, CHARLES GILBERT. Pianist, organist, composer, WGY, Schenectady.

SQUIRES, LUISE. Network actress. (R) Famous Jury Trials (Mennen Co.).

STABILE, DICK. Network orchestra leader. (R) various network broadcasts. (F) short (Paramount), 1936. (V) formerly with Ben Bernie's Band.

STAEBLER, LOUIS. Violinist, WHAS, Louisville. (R) various shows, including Lady Beautiful (Armand), 1935; Kate Smith's Program (A & P Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Earl Carroll's Vanities, 1932; Of Thee I Sing, 1933. (V) Walter Davison's Louisville Loons, 1930.

STAFFORD, CARRIE. Singer, pianist, WBIG, Greensboro. (R) since 1932; local shows. (V) personal appearances.

STAFFORD, HANLEY. Network actor. (R) Renfrew of the Mounted (Continental Baking Co.); Thatcher Colt (Packer's Tar Soap); Sherlock Holmes (Household Finance).

STAGE, WILLIAM. Network orchestra leader. (R) Vocal Varieties (Lewis-Howe Co., for Tums).

STAHL, BOB & DICK. Guitarists, singers, KCMO, Kansas City. (R) local shows on this station and KOMA, Oklahoma City; KFYO, Lubbock; KTAR, Phoenix; KVSO, Ardmore; KTAB, Oakland; KTRS, Amarillo; KVOO, KTUL, Tulsa; WBBZ, Ponca City.

STALLARD, BILL. Entertainer, WPAY, Portsmouth. (R) since 1936; local shows.

STAMFORD, JOHN. Director, actor, singer, WSBC, Chicago. (R) since 1922; network shows include Myrt & Marge, First Nighter; local shows on this station and WGES, WBBM, WCBD, Chicago. (L) stock.

STANBURY, DOUGLAS. Network baritone. (R) master of ceremonies, singer on Mobiloil program; guest appearances on programs for Kraft Cheese (with Paul Whiteman), Chase & Sanborn, General Motors, Chevrolet Motor Co., Kolynos Tooth Paste (Hammerstein Music Hall). (F) Musical Varieties (Warner Bros.); Marching Home to You; The Wanderer; Alpine Echoes; On the Campus. (L) Florenz Ziegfeld's Simple Simon; Chicago Civic Opera Company. (V).

STANLE, JAY. Announcer, singer, musician, studio director, WAAT, Jersey City. (R) since 1930; various local shows. (V) accompanist for radio artists. (P) buyer.

STANLEY, BOB. Writer, producer, announcer, KYA, San Francisco. (R) various local shows, including Blue Ridge Mountain Boys (Drug Trade Products), 1936-37. (P) newspaperman.

STANLEY, CHARLES. Announcer, singer, producer, WMBC, Detroit. (R) since 1930; local shows, including Happy Hour Club (Willard Battery Co.). (L) Kiss

Burglar, 1917; Peek-a-boo, 1920; Somewhere In France, 1927. (V) 1916-27. (P) student.

STARCHER, BUDDY. Guitarist, singer, WPAY, Portsmouth. (R) since 1930; local shows on this station and WFBR, Baltimore; WBT, Charlotte; WNOX, WROL, Knoxville; WJSV, Alexandria; WCHS, Charleston; WMMN, Fairmont.

STARK, CHARLES. Announcer, WMCA, New York. (R) various shows, including programs for Chase & Sanborn Coffee, Best Foods, Philco. (F) The Life of Louis Pasteur (RKO), 1936; Paramount News Reels, 1936-37. (L) stock. (V) Stark & Lehman, 1935-36. (P) dramatic coach.

STARK, FREDERICK. Concert conductor, KHJ, Los Angeles. (R) since 1926; local shows on this station and WRC, Washington. Conducted Los Angeles Philharmonic Orchestra, 1935-36.

STARR, FLORENCE. Singer, WGN, Chicago. (R) since 1934; various shows on this station and WEAF, WJZ, New York; WSMB, New Orleans, including Love Song (General Mills); Melody Master (General Electric). (L) Follow Thru, 1931. (V) 1930-33; Roy Campbell's Royalists, 1935-36.

STARR, JACK. Sports announcer, KMBC, Kansas City. (R) since 1933; local shows, including Big Brother Club (General Mills), 1934; Young America Speaks (Curtis Candy Co.), 1937. (F) commercials. (L) Bonstelle Stock Co., 1925-26; Henry Behave, 1926; Denham Wilkes Stock Co., 1927; others. (P) student.

STARR, MARTIN. Movie, theatre commentator, special events announcer, WMCA, New York. (R) various local shows. Editor, Picture Business, 1935-36. Press agent, Florenz Ziegfeld, 1931-32.

STEARNS, OSBORNE. Gastronomical program, KPO-KGO, San Francisco. (R) conducts daily program concerned with national and racial gastronomy; writes and delivers program, which is presented anonymously.

STECK, JACK. Master of ceremonies, WFIL, Philadelphia. (R) since 1930; local shows on this station and WCAU, KYW, Philadelphia, including Fox Fur Trappers. (F) commercial. (L) stock, 1927-28. (V) single, double acts and orchestra. (P) Telephone Co.

STEED, HY. Program musical director, WMBC, Detroit. (R) since 1935; local shows, including Schmidt Brewing Co., 1935; Chevrolet Motors, De Soto Motors

TIM RYAN AND **IRENE NOBLETTE**

"H'Ya Boy?" "H'Ya Girl?"

Admiracion Shampoo

— Coast-to-Coast —

WOR, 6:30 to 7 P.M.

Sunday

Management; FRED B. NORMAN

programs. (L) Schubert Productions, 1922. (V) 1919-22.

STEEL, EUNICE. Pianist, KPO-KGO, San Francisco. (R) since 1935; various local shows, including Fels Naptha program, 1935.

STEEL, JOHANNES. Foreign news commentator. (R) various network broadcasts.

STEELE, DON. Popular singer, M.C., California Radio System. (R) various shows, including guest appearance on Kellogg's program, NBC, 1936; local shows on this station and KTAR, Phoenix, including Crazy Water Crystals program.

STEELE, FRAN. Producer, KOIL, Omaha. (V) 1926-36. (V) 1926-36.

STEELE, ROBERT LEE. Announcer, WTIC, Hartford. (R) since 1936; local shows, including 'Way Down East (Sterling Products), 1936-37. (F) Disorderly Conduct (FOX), 1932; She Couldn't Say No (RKO), 1935; others. (P) reporter, advertising copy writer.

STEELMAN, STUART. Singer, WHO, Des Moines. (R) since 1936; Betty & Bob (General Mills), NBC, 1936; local shows on this station and WGN, Chicago, including American Family Soap program, 1936.

STEEN, JOE E. Hillbilly singer, guitarist, Michigan Network. (R) since 1930; various local shows including programs for Sterling Insurance Co. (V) Jack West & Circle Star Cowboys.

STEFFY, GEORGE W. Production supervisor, WNAC, Boston. (R) since 1928; Yankee Network Shows.

STEINBERG, GRACE POOL. Director of women's programs, WAAW, Omaha. (R) since 1921; various local shows on this station and WOW, KOIL, Omaha; KFAB, KFOR, Lincoln including Ethyl Barnsdall (Barnsdall Refining Co.), 1931. (V) soloist, George Green's Band, 1915-17.

STEINBERG, MAURICE. Arranger, trumpet player, WBAP, Fort Worth. (R) since 1932; local shows on this station and CRCT, CFRB, Toronto, including Canadian Wrigley, General Motors, Campbell's Soup, Cosden Gasoline programs. (F) short. (V) appearance with orchestras in Canada.

STEINER, LEO. Singer, WHIS, Bluefield. (R) since 1933; local shows, including Bell-Oil Presents (Pure Oil Co.), 1933-34; Krueger Presents (Krueger Brewing Co.), 1936. (P) salesman.

STELL, BILL. Program director, announcer, writer, WPHR, Petersburg. (R) since 1935; local shows including Let's Go Shopping With Sue, 1936-37; Women's Magazine of the Air, 1936-37 (participating program). (P) salesman.

STELLA, CATHERINE. Singer, WLTH, New York. (R) since 1936; local shows including Poet of the Air (Carter Liver Pills), 1936-37. (L) Pardone Di Una Mamma, 1935; Melidizione Di Una Mama, 1936.

STEPHENS, ALBERT, JR. Actor, announcer, KOA, Denver. (R) since 1935; local shows including Barretts (Piggly Wiggly Stores); Light on West (Public Service Co.) (F) Paris Bound (Pathe), 1929. (L) stock, 1926-35.

STEPHENS, HAROLD. Singer, announcer and producer of children's show, WPG, Atlantic City. (R) since 1928; various local shows on this station and WIP, WFIL, Philadelphia; WOV, WNYC, New York; WDEL, Wilmington.

STERLING, S. E. Writer, actor, KGVO, Missoula. (R) local shows. (V) 1927-28. (P) student.

STERN, HAROLD. Network orchestra leader. (R) programs for Pure Oil, Vim, Van Heusen Collars, Outdoor Girl Cosmetics. (F) Vitaphone Movie Short, (V). Victor Recording artist.

STERNS, BETSY. Actress, WTIC, Hartford. (R) various local shows including Drene Hair Shampoo Program (Procter & Gamble). (P) student.

STERRITT, CHARLES. Announcer, WJBK, Detroit. (R) since 1933; local shows. (F) commercials. (P) medical student.

STERRETT, JAMES. Lecturer, KDKA, Pittsburgh. (R) various sustaining shows. Member of second Byrd Antartic Expedition and broadcasts on exploring.

STEVENS, ALSTON. Announcer, WFIL, Philadelphia, Pa. (R) since 1935; various local shows. (L) chorus work, 1923. (P) photography, merchandising.

STEVENS, CARLILE. Network narrator. (R) Cavalcade of America (E. I. du Pont de Nemours); others.

STEVENS, JACK. Sports announcer, WTIC, Hartford. (R) since 1936; local shows including Canadian - American Hockey Broadcast (Hampden Brewing Co.), 1936. (P) sports reporter.

STEVENS, LEITH. Network conductor. (R) Studebaker Champions (with Helen Morgan), 1933; Molle Minstrels (Molle Shaving Cream), 1934-35; Town Hall (Ipana Tooth Paste, Sal Hepatica), 1935; Heinz Magazine of the Air, 1936. (L) Shubert Production, 1930. (V) 1923-25. Concert pianist for Madame Schumann-Heink, Albert Spaulding.

STEVENSON, JAMES. Actor, writer, commentator, WJR, Detroit. (R) since 1932; local shows including programs for Minit Rub, 1933; Goodrich Rubber Co., 1934; Goebel Brewing Co., 1934; Ford Motor Co., 1935; Graham-Paige Motor Co., 1935; Schmidt's Beer, 1935; San Felice Cigars, 1936; Penn Tobacco Co., 1936-37. (F) commercials, 1935-37. (P) lawyer.

STEVENSON, WILFRID, Announcer, sports commentator, children's program, WBBZ, Ponca City. (R) local shows including baseball games (General Mills). (L) Pasadena Community Playhouse; Oklahoma Theatre Guild. (V) comedian, black face, M.C. (P) policeman.

STEWARD, DAVE S. Pianist, organist, WICC, Bridgeport. (R) since 1934; local shows including Caterpiller Tractor Co. program, 1934.

STEWART, JOHN. Singer, WPAY, Portsmouth. (R) since 1935; local show.

STEWART, MARION. Singer, cellist, KGNC, Amarillo. (R) since 1935; local show, including Girls in Blue (Southwest Public Service), 1937. (P) secretary.

STEWART, MAURINE. Singer, KGNC, Amarillo. (R) since 1935; local shows including Girls in Blue (Southwestern Public Service Co.), 1937. (P) secretary.

STEWART, PAUL. Network commentator. (R) Hollywood News (Noxzema).

STEWART, RUSSEL O. Announcer, KSL, Salt Lake City. (R) 1935; various local programs.

STILES, PAUL W. Announcer, WNBH, New Bedford. (R) since 1933; various local shows.

STILLWAGON, BEVERLY. Singer, Michigan Network. (R) since 1933; various local shows. (V) personal appearances with the Mountaineers and Benny Davis, 1934-36.

STINSON, JOHN B. Announcer, CKLW, Detroit. (R) since 1936; local shows including Magic Island (Weston's Biscuits), 1937.

STINSON, RICHARD. Continuity writer, KTUL, Tulsa. (R) local shows including Dollar a Minute (Midwest Chevrolet Corp.). (V) 1933-34. (P) college.

STOCKTON, ROSCOE. Dramatic director, continuity editor, KOA. (R) since 1928; local shows including Light On the West (Public Service Co.). (F) commercials, 1935-36. (P) teacher, principal.

STODDARD, HAILA. Network actress. (R) Big Sister (Lever Bros., for Rinso).

STOKOWSKI, LEOPOLD. Network conductor. (R) Philadelphia Orchestra (guest appearances for 40 American banks, Magic Key of RCA). Conductor of the Cincinnati Orchestra, 1909-12; Philadelphia Orchestra since 1912.

STOLL, GEORGE. Network orchestra leader. (R) Camel Caravan; Jack Oakie's College (Camel Cigarettes). (F) Rosalie (MGM); Broadway Melody of 1938.

STONE, A. L. Announcer, singer, KWTO, Springfield. (R) since 1929; local shows. (V) lyric quartet over 5 years.

STONE, ANN. Network actress. (R) The Story of Mary Marlin (P. & G. Soap, for Ivory Soap).

STONE, JOE. Bass tuba player, WHAS, Louisville. (R) since 1927; various local shows including Here's to You (Oertel Brewing Co.), 1936-37. (V) U. S. S. Leviathan Orchestra, 1927-28.

STOOPNAGLE & BUDD. Network comedians. (R) Stoopnagle (F. Chase Taylor) and Budd (Wilbur Budd Hulick) for Tastyeast, 1931; Ivory Soap, 1932; Pontiac, 1932-33; Camel Cigarettes, 1934; Gulf Oil, 1934; Ford Motors, 1935; Town Hall Tonight (summer show), 1936; Minute Tapioca program, 1936-37; guest appearances, A. & P., Nash, RCA, Shell Oil and others.

STOPAK, JOSEF. Network orchestra leader. (R) The Allegheny Metal Show (Allegheny Steel).

STOPHER, DR. H. W. Director, Vesper Services, WJBO, Baton Rouge. (R) director and head of Louisiana State University School of Music, and producer of Sunday Evening Vesper Services and professors' radio recitals from the university. Conducted L. S. U. Symphony Orchestra for Baton Rouge Opera Association productions.

STRANDHAGEN, DR. HARRY. Spelling Bee conductor, WMCA, New York. (R) since 1930; various shows on this station and KMBC, WDAF, Kansas City; WOR, New York.

STRATTON, ALAN. Announcer, WOV, New York. (R) since 1930; various local shows. Formerly staff announcer, KOA, Denver; WCFL, Chicago; WAAT, Jersey City; WOR, New York.

STRATTON, CHESTER. Network actor, singer. (R) 45 Minutes in Hollywood (Borden's Milk); True Story Magazine programs; The O'Neills (Procter & Gamble); Buck Rogers; Just Plain Bill (Kolynos Tooth Paste). (L) Tomorrow's Harvest.

STRATTON, ROBERT J. Organist, WDNC, Durham. (R) since 1936; local shows. (F) organ novelty (Warner Bros.), 1929. (P) radio engineer.

STRAUSS, ROBERT W. Network dramatic actor. (R) Buck Rogers in the 25th Century (Cocomalt); Liberty Magazine program; Mrs. Wiggs of the Cabbage Patch; Lux Radio Theatre. (L) The Matchmaker, 1906-07; Girl in the Barracks, 1907-08; The Book of Charm. (V) sketches, 1910-15.

STREET, STANLEY. Xylophonist, drummer, WHEC, Rochester. (R) since 1934; local shows. Member Rochester Civic and Rochester Philharmonic Orchestras.

STRICKLAND, AUSTIN. Entertainer, musician, West Virginia Network, Charleston. (R) since 1934; local shows including Olson Rug program, 1936. (V) Cap, Andy and Flip (own booking).

STRICKLAND, CHARLES. Musical director, pianist, WBNX, New York. (R) since 1928; local shows on this station and WOR, Newark. (V). (P) piano salesman.

STRICKLAND, GLENNA. Conducts women's and home economics programs, WMCA, New York. (R) various local shows on this station and WDOD, Chattanooga; WNEW, New York.

STRIKER, FRAN. Writer, Michigan Network. (R) various shows including Lone Ranger (Gordon Bakery), 1934-present. Conducted own syndicate for 5 years, supplying scripts to 70 stations. (P) student.

STRUZZINO, TED. Musician (Modern Dancing Reveliers Orchestra), WMEX, Boston. (R) various sustaining shows.

STUART, DONALD. Character comedian, actor, KPO-KGO, San Francisco. (R) various shows including Rudy Vallee Hour (Fleischmann's Yeast), 1934; Carefree Carnival (Crazy Water Crystals), 1935; Death Valley Days (Pacific Coast Borax), 1936. (F) Beau Geste (Paramount); Cavalcade (Fox); Invisible Man (Universal); others. (L) Peter Pan, 1924; Criminal At Large.

STUART, EDWIN. Musician, orchestra leader, WPHR, Petersburg. (R) since 1936; local shows. (V) 1933.

STUART, MARLYN. Network character actress. (R) Laugh with Ken Murray (Lifebuoy & Rinso), 1936; (Campbell's Soups), 1937. (F) Young Man's Fancy (Universal). (L) Early Carroll's Sketch Book, 1934. (V) with Ken Murray, 1937.

STUBMAN, LEW. Announcer, pianist, WCMI, Ashland. (R) since 1933; local shows, including Goodrich Tire, 1936; Ford Motor Co., 1937. (P) musician.

STUDEBAKER, HUGH. Network character actor, pianist, organist. (R) Bachelor's Children (Old Dutch Cleanser), since 1935; Fibber McGee & Molly (Johnson's Wax), since 1935 Backstage Wife (Dr. Lyon's Tooth Powder), 1937; Helen Trent (Edna Wallace Hopper Creams), 1937. (V) 1922-28. (P) post office clerk.

STUDER, ALEXIS. Musical director, arranger, composer, KSTP, St. Paul. (R) since 1936; various local shows. (F) commercials. (V) Knights of Note, 1934-37. (P) orchestral work.

STULL, LENORE. Organist, pianist, WHO, Des Moines. (R) local show, 1937. (P) teaching.

STULLA, WILLIAM. Announcer, KOA, Denver. (R) since 1935; The O'Neills (Ivory Soap), NBC, 1935; one-time announcer, Ben Bernie (Pabst Blue Ribbon Beer), NBC, 1935; also local shows, including Ford Ranger Revue (Ford Motor Co.), 1935-36; Mother Randall (Omar Flour Mills), 1937. (P) advertising copywriter.

SUBLETT, MONTE. Singer, WTJS, Jackson. (R) local show, Ward's Serenaders (Montgomery Ward & Co.), 1937.

SULLIVAN, ED. Network commentator. (R) Gem Highlights, 1932. (V). Newspaper columnist, New York Daily News.

SULLIVAN, FRED. Dramatic actor, WCCO, St. Paul. (R) since 1934; various local shows. (F) commercials. (L) 40 years.

SULLIVAN, JOHN. Producer, KTAT, Fort Worth. (R) since 1933; various local shows on this station and WFAA, Dallas. (L) stock, including Famous Players-Lasky. (P) student. Also directs amateur productions.

SUNSHINE SUE & ROCK CREEK RANGER (JOHN, GEORGE, SAM & MARY WORKMAN). Musical act, WHAS, Louisville. (R) various shows, including programs for Penn Tobacco, Gillette Tires, and Early Morning Jamboree (Drug Trade Products), 1937. (V) Lulu Belle's Unit.

SUTHERLAND, WILBUR C. Announcer, KDKA, Pittsburgh. (R) since 1934; various shows, including IVC Kiddies Klub (International Vitamin Corp.), 1936; Malt-O-Meal Junior Broadcasters (Campbell Cereal Co.), 1936; House That Jack Built (Duff Norton Mfg. Co.), 1937. (P) electrical engineer.

SUTTON, HUGH. Production manager, WHAS, Louisville. (R) since 1935; local shows, including Here's to You (Oertel Brewing Co.), 1936-37; WHAS Barn

Dance & Frolic (Crazy Water Crystals), 1936. (L) stock, 1925-32.

SUTTON, PAUL. Singer, pianist, WHAS, Louisville. (R) since 1931; local shows. (F) Gilbert & Sullivan short, Paul Sutton short (MGM). (L) Goose Hangs High, 1928; Rosali, 1929. (V) Cunningham & Bennet skit, 1928; Buddy Rogers; orchestras.

SVIRSKY, FREDA. Kiddie show directress, pianist, WBRY, Waterbury. (R) since 1931; various local shows. Pianist in films, legit, vaudeville. (P) student.

SWAIN, CHARLES F. Singer, guitarist, WWVA, Wheeling. (R) local show, Peruna Pioneers (Peruna Co.), 1937.

SWAN, HARRY. Network actor. (R) Dog Heroes (Thrivo Dog Food).

SWARTHOUT, GLADYS. Network singer. (R) Gladys Swarthout (National Ice Advertising); guest appearances for General Electric, General Motors, Atwater Kent, Palmolive and others. (F) Give Us This Night; Rose of the Rancho; others. (L) Chicago Civic Opera Co., Ravinia Opera Co., Metropolitan Opera Co.; appearances with Minneapolis Symphony Orchestra; many concerts.

SWARTWOOD, HENRY MILTON, JR. Program director, KOIN, Portland. (R) since 1926; local shows on this station and KPO, KGO, San Francisco; KEX, Portland. (L) Dufwin Players, 1936. (P) construction work.

SWEENEY, BERNARD. Announcer, sports commentator, WHK-WJAY, Cleveland. (R) various local shows. (P) dental mechanic, stenographer.

SWEETEN, CLAUDE. Musical director, KFRC, San Francisco. (R) since 1935; local shows, including Jamboree (Lipton's Tea), 1935; Borden's Friday Frolic, 1935; Sherwin-Williams program, 1937. (L) concertmaster, Salt Lake Philharmonic & Opera Co., 1915.

SWENSON, AL. Network actor. (R) Adventures of Captain Diamond (Diamond Crystal Salt).

SWENSON, KARL. Network dramatic actor. (R) Our Gal Sunday (American Home Products); Way Down East and Lorengo Jones (Phillips Magnesia); Cavalcade (Du Pont); March of Time; Tex O'Reilly (Spud Cigarettes). (L) One Sunday Afternoon; Miracle at Verdun; New Faces, 1936; Panic. (P) medical student.

SWINEFORD, JACK. Actor, KOMA, Oklahoma City. (R) various local shows. (F) shorts (Warner Bros.), 1935. (L) stock.

SWINGLEY, MARK E. Continuity writer, announcer, WDAE, Tampa.

SWINTZ, ROBERT H. Script writer, WSBT-WFAM, South Bend. (R) since 1934; local shows.

SYMPHONETTES. Network harmony singers. (R) Schaefer Beer program, since February, 1937. (F) Mark Warnow and his Blue Velvet Orchestra (Paramount), 1937. (P) college.

SYPHER, MAXWELL. Musical director, pianist, organist, KHSL, Chico. (P) Musical director, National Theatre Syndicate. Has charge of radio and organ dept., Chico State College.

T

TABER, CHARLES H. Actor, WBAP, Fort Worth. (R) since 1936; local shows. (L) Little Theatre.

TABER, WILLIAM E. Announcer, WAAW, Omaha. (R) since 1927; various local shows on this station and KMMJ, Clay Center; KGBZ, York. (P) auctioneer.

TACY, ED. Comedian, hillbilly entertainer, WSPR, Springfield. (R) since 1934; local shows. (V) Rambling Eddie, 1929; Oklahoma Cowboys, 1931-33.

TALLEY, MARION. Network singer. (R) Ry-Krisp presents Marion Talley (Ralston Purina). (F) Follow Your Heart (Republic). Metropolitan Opera.

TANGER, G. LEIGH. Announcer, actor, script writer, dramatic director, WSAY, Rochester. (R) since 1935; local shows, including Queen of the Genesee (Socony Vacuum Oil), 1936. (L) stock, 1935-36. (P) author.

TANNER, PEARL. Actress, KPO-KGO, San Francisco. (R) since 1930; various shows, including Eno Crime Club (Eno Salts), 1932; Death Valley Days (Pacific Coast Borax), 1932-37; Hawthorne House (Wesson Oil & Snowdrift), 1935-37. (F) Tale of Two Cities (Selig Studios), 1908; others. (L) stock. (P) dramatic teacher.

TAPLEY, S. E. Announcer, singer, CFCT, Victoria, B. C. (R) various local shows. (P) government clerk.

TAPPE, LOUIS E. Continuity writer, producer, WHN, New York. (R) since 1927; local shows on this station and WGN, WLS, Chicago; KMOX, St. Louis; also shows on NBC, CBS. (L) own summer stock theatre.

TARPLIN, MAURICE. Network character actor, announcer-narrator. (R) Happy Landings (Ward Baking Co.), 1933; The Black Chamber (Forhan's Tooth Paste), 1935; Bobby Benson (H-O Oats), 1936; Voice of Experience (Kreml), 1936; Gang Busters (Palmolive), 1936-37; Your Unseen Friend (Personal Finance), 1936-37; Kitchen Cavalcade (Mueller Spaghetti),

1937. (F) The Scoundrel (Paramount), 1935. (L) stock, 1930-33.

TARSHISH, JACOB. Network lecturer-commentator. (R) The Lamplighter (Wasey Products); Voice of Experience (summer program).

TASTYEAST JESTERS (DWIGHT LATHAM, GUY BONHAM, WAMP CARLSON). (R) The Original Tastyeast Jesters (Tastyeast).

TAUB, SAM. Sports commentator, WHN, New York. (R) since 1927; local shows on this station and WMCA, WNEW, New York, including programs for Warner Hats, Adam Hats, Solow Clothes. (F) fight pictures, shorts. (P) newspaper work.

TAYLOR, BRITT. News commentator, WCHS, Charleston. (R) since 1936; local shows. Currently advertising manager, Diamond Department Store, for which he broadcasts.

TAYLOR, GRAVES. Announcer, street interviewer, WGAR, Cleveland. (R) since 1931; local shows, including Black & Blue (Iodent), 1931-32; Chandu (Beechnut), 1932-34; Vox Pop Junior (Curtiss Candy), 1936-37; Minit Interviews (Bristol Myers), 1936-37. (P) assistant manager, RKO Theatres.

TAYLOR, HARTY C. Musician, WJJD, Chicago. (R) since 1932; local shows, including programs for Aladdin Lamp Co., 1933; Olson Rug Co., 1934; Alka-Seltzer, 1935; United Drug Co., 1936-37. (V) six years. (P) bookkeeper.

TAYLOR, JAKE. Singer, WWVA, Wheeling. (R) since 1934; local shows, including Fels Farm Folks (Fels-Naptha Soap), 1934-36. (V) personal appearances, 1934. (P) student.

TAYLOR, MARY LEE. Network home economist. (R) Pet Milk Cooking School (Pet Milk Sales Corp.).

TAYLOR, REESE. Actor, WGN, Chicago. (R) various local shows including Wife vs. Secretary (Bayer Aspirin) 1936-37. (L) Take the Air, 1928; Stepping Sisters, 1931; Dead End, 1936. (V). (P) insurance.

TAZEWELL, CHARLES. Writer. (R) Wilderness Road.

TEAGUE, CECIL. Organist, KOIN, Portland. (R) since 1930; local shows. (P) theatre organist.

TEELA, DICK. Singer, Iowa Broadcasting Co. (R) various shows, including Singing Strings (Palmolive), NBC, 1932; Contented Hour (Carnation Milk), NBC, 1933; Climalene Carnival, NBC, 1934. (V) personal appearances, 1928-29.

TELL, GLADYS. Singer (with trio), KYW, Philadelphia. (R) since 1935; various local shows including Magic Washer, Western Union, Tastyeast programs; guest appearances with Paul Whiteman's orchestra for Woodbury. (V) Tell Sisters.

TELL, JEAN. Singer, KYW, Philadelphia. (R) various shows including guest appearance on Paul Whiteman's Program, 1936; programs Western Union, Tastyeast. (V) Tell Sisters.

TELL, KATHRYN. Singer (with trio), KYW, Philadelphia. (R) various shows including guest appearance, Paul Whiteman Program (Woodbury); shows for Western Union and Tastyeast. (V) Tell Sisters.

TELLONE, LEN. Orchestra leader, WICC, Bridgeport. (R) since 1936; local shows.

TEMPLE, BROOKE. Announcer, WHN, New York. (R) since 1927; Corn Cob Pipe Club (Edgeworth Tobacco), NBC, 1930-33; Morton Downey (Carlsbad Sprudel Salts), NBC, 1935; also local shows on this station and WTAR, Norfolk; WRVA, Richmond; WOV, New York. (F) shorts (Warner Bros.). (V) The Yankee Six, 1922. (P) student.

TEMPLETON, ALEC. Network pianist. (R) Universal Rhythm (Ford Motors); guest appearances for Magic Key of RCA and others. Numerous concerts and personal appearances.

TEN EYCK, SIDNEY. Producer, orchestra leader, WSMK, Dayton. (R) since 1930; various shows including programs for Tastyeast, 1932; Crazy Water Crystals, 1935; Coca-Cola, 1935-37. (F) short (Paramount), 1936. (V) Doodle Sockers, 1931-33. (P) salesman.

TENNIS, LOWELL. Musician, KANS, Wichita. (R) local shows on this station and WHB, Kansas City; KTUL, Tulsa; KWTO, Springfield; KRLD, Dallas. (V) various radio acts.

TERRY, ELLEN (MANTLER BURSTEIN). Actress, singer, WICC, Bridgeport. (R) since 1934; local shows. (L) 1937.

TETLEY, WALTER. Network actor. (R) Treasure Adventures of Jack Masters (Maltex).

TEXAS RANGERS, THE (VERNON HYLES, ARNOLD HYLES, WALTER LEVERETT, GEORGE HUGHES). Western vocal quartet, WHAS, Louisville. (R) various shows on this station and WFAA, Dallas, including Gulf Refining Co. program, 1936. (V) The Texas Rangers, 1936.

TEXEL, EDDIE. Music director, WNAX, Yankton. (V) Ernie Young's Revue at State Fairs.

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New York

THATCHER, ELEANOR. Swing and blues singer, WOW, Omaha. (R) various local shows. (F) Over the Counter (MGM short), 1932; Hollywood Party; Wild People.

THAXTON, BEN. Singer, WDNC, Durham. (R) since 1936; various local shows. (P) college.

THIBAULT, CONRAD. Network singer. (R) programs for Hudson Motors (NBC), Fletcher's Castoria (CBS), Maxwell House Showboat (NBC). (L). Philadelphia Grand Opera, 1928-31.

THOMAS, MARTIN D. Singer, WFAA, Dallas. (R) since 1931; various local shows. (V) 1928. (P) optician.

THOMAS, EMMA. Singer, WPAY, Portsmouth.

THOMAS, FRED. Network character actor. (R) Little Orphan Annie (Ovaltine), 1931-33. (L) stock, 1914-26. (P) student.

THOMAS, JOHN CHARLES. Network singer. (R) guest appearances on programs by Maxwell House Coffee, Standard Oil of New Jersey, Hinds Honey & Almond Cream, Chase & Sanborn Coffee, Atwater Kent, General Motors, Ford Motor, Vince, 1933-35. (F) Under the Red Robe. (L) The Peasant Girl, Alone at Last, The High Women; others.

THOMAS, LOWELL. Network commentator. (R) Newscasts for Sunoco, since 1931. (F) Fox Movietone News. Author of several books, including Fan Mail.

THOMAS, ROLLYN. Announcer, producer, Michigan Network. (R) various shows including Sinclair Minstrels (Sinclair Oil Co), 1934; programs for Walter Winchell, Pick & Pat, George Olsen & Ethel Shutta when in Detroit.

THOMASON, ADELINA. Network dramatic actress. (R) Maxwell House Show Boat (Maxwell House Coffee); Empire Builders. (L) 10 years; leader for George Cohan, A. G. Woods, Shuberts.

THOMPSON, DONALD. Producer, continuity writer, actor, announcer, director, WHO, Des Moines. (R) since 1929; March of Time (Time Magazine), CBS, 1930; Ipana Troubadors (Bristol-Myers Co.), NBC, 1933; local shows on this station and WOV, WBNX, WMCA, New York; WTIC, Hartford, including Fox Fur Trappers (I. J. Fox), 1932-33. (F) Ben Hur (MGM), 1935; commercials (Fox); trailers. Has also done transcriptions for World. (P) college.

THOMPSON, DUANE. Network actress. (R) Sally, the telephone girl in Hollywood Hotel (Campbell Soup Co.).

THOMPSON, ELSIE. Network actress. (R) Big Sister (Lever Bros. for Rinso).

THOMPSON, GERALDINE. Pianist, WAVE, Louisville. (R) since 1930; local shows including Amateur Show (Ford Motors), 1935-36; Montgomery-Ward Program, 1936.

THOMPSON, HAL. Announcer, sports commentator, WFAA, Dallas. (R) since 1934; local shows including Football Play-by-Play (Coca-Cola), 1934; College Nights (Coca-Cola), 1936: guest announcer, Fleischmann Hour, 1936.

THOMPSON, JEAN. Free lance dramatic actress. (R) various shows, including Junior G Men (Fischer Baking Co.), 1936-37.

THOMPSON, JOSEPHINE. Society and shopping columnist, WCOL, Columbus. (R) since 1936; local show. (P) social service worker. Also does newspaper column, promotional work.

THOMPSON, KAY. Network entertainer. (R) Chesterfield program.

THOMPSON, MRS. BLAIR. Dramatic production director, WSBT-WFAM, South Bend. (L) Mid West Stock Co., 7 years.

THOMPSON, N. F. Children's programs, WMEX, Boston. (R) various local shows. (P) newspaper reporter.

THOMPSON, TOMMY. Entertainer, WAAW, Omaha. (R) various shows on this station and WNAX, Yankton; KSO, KRNT, Des Moines. (V) Harvest Festival (NBC stars and local talent), 1935.

THOMPSON, VIRGINIA. Popular singer, WICC, Bridgeport. (R) since 1934; local shows. (P) student.

THORGERSEN, ED. Network sports commentator. (R) Elgin Football Revue (Elgin National Watch Co.). (F) Newsreels.

THORNHILL, JAMES. Trumpeter, WFAA, Dallas. (R) since 1936; local shows, including White Swan Products program. (V) Heads Up Review, 1933; Major Bowes Unit, 1936; Dave Appolon, 1937. (P) teacher of high school bands and orchestras.

THORSON, RUSSELL. Production manager, KLO, Ogden. (R) since 1931; local shows on this station and KGVO, Missoula; KGA, Spokane. (L) stock, 1928.

THOSE THREE GIRLS. Singers, WJAS, Pittsburgh. (R) since 1935; local shows; sustaining program, Columbia Network, 1936-37.

TICE, J. OLIN, JR. Announcer, singer, sports commentator, WAIM, Anderson. (R) since 1935; local shows, including Jacob Ruppert program, 1936. (L) stock.

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TIERNEY, JACK F. Announcer, program director, WCAX, Burlington. (R) since 1931; local shows. (P) newspaper editor, cartoonist.

TIFFANY, AL. Announcer, actor, WKBZ, Muskegon. (R) since 1931; various shows on this station and WMAQ, Chicago; KFAB, Lincoln. (L) semi-professional stock, 1928-31; professional stock, 1932-33; Liberty Players.

TILLSON, KENNETH H. Continuity, script write, KGW-KEX, Portland. (R) various local shows. (P) secretary.

TINNERELL, JOSEPHINE. Pianist, KONO, San Antonio. (R) since 1936; local shows.

TIRRELL, DORIS H. Organist, WBZ-WBZA, Boston. (R) various local shows; formerly organist for Edward MacHugh, the Gospel Singer, over NBC. (P) piano and organ teacher.

TKACHUK, OLGA. Singer, pianist, accordionist, WNBF, Binghamton. (R) since 1934; various local shows. Member Ukrainian Trio, 1931-32; Ukrainian National Chorus, 1932.

TOBIN, LUCIEN C. Actor, KPO-KGO, San Francisco. (R) since 1932; various shows, including Eno Crime Clue (Eno Salts), 1932; Standard on Parade (Standard Oil), 1933; Dr. Kate (Best Foods), 1937. (V) Lu Tobin, Impersonator, 1932-34. (P) electrical engineer.

TOBY, DAVID. Comedian, dialectician, actor, CKLW, Detroit. (R) since 1936; local shows, including Philco Hour (Philco Radio & Television Corp. of Michigan), 1936. (P) draftsman, mechanic.

TODD, HOMER, JR. Announcer, recording director, WCBM, Baltimore. (R) since 1935; local shows. (L) The Firebrand, 1928; Czarina, 1929.

TODD, JACK. Program director, announcer, KANS, Wichita. (R) since 1925; local shows on this station and WHB, Kansas City; KGW, Portland.

TOFFOLI, JOHN. Accordionist, KPO-KGO, San Francisco. (R) various local shows, including programs for Wrigley Chewing Gum, Firestone, Pet Milk, Sperry Flour, Big Yank Work Shirts. (V). (P) pharmacist.

TOLDI, EDA. Actress, KDKA, Pittsburgh. (R) since 1934; various local shows. (L) Shining Hour, 1934; He Who Gets Slapped, 1935; The Constant Wife, 1936; others. (V) The Drunkard, 1935. (P) secretary.

TOLES, JUSTIN B. Manager, KRNR, Roseburg. (R) since 1926; local shows. (F) The Elegy; Ghosts (Lysander Productions), 1926. (V). (P) school.

TOLLINGER, NED. M.C., actor, singer, KPO-KGO, San Francisco. (R) since 1926; various shows, including Team-Mates (Wesson Oil), 1932; Carefree Carnival (Crazy Water Crystals), 1934. (V) John & Ned, 1929; '31; '33.

TOLMAN, CLARENCE. Announcer, actor, singer, musician, KGW-KEX, Portland. (R) since 1929; Shell Oil program, NBC, 1929-30; various local shows, including programs for Crazy Water Crystals, Swift & Co. (F) Nature Trails (Paramount), 1925. (L) Countess Maritza, 1928-29. (V) 1928. (P) Dude ranch manager

TOLSON, JIMMY. Singer, M.C., writer. (R) various shows, including Family Circle (Safeway Stores), 1935; Curtain Calls (Sunset Oil), 1936-37; Superior Fun-Fare (Superior Macaroni), 1937. (F) Be Yourself, 1929; Seventh Commandment, 1934; Mismanagement (RKO), 1935 (V) own act, 1922-24. (P) student.

TOMBOR, VICTOR. Harmonica player (Jones Boys), WHK-WJAY, Cleveland. (R) various local shows, including Pontiac dealers program, 1937. (P) grocery clerk.

TOMLINSON, EVERETT. Continuity write, KNX, Los Angeles. (R) various local shows, including Northrup King program, 1937.

TOMY, NEAL. News commentator, charge of children's program, WJR, Detroit. (R) local shows, including Continental Baking program. (P) newspaper man.

TOOHEY, CONNIE D. Announcer, WSGN, Birmingham. (R) local shows on this station and WSAI, Cincinnati; WOWO, Ft. Wayne. (L) Cincinnati Art Theatre.

TOURTELLOTTE, WESLEY. Organist, KFI-KECA, Los Angeles. (R) local shows, including Packard Motor Car program. (P) mechanical engineer.

TOWN HALL QUARTET (SCRAPPY LAMBERT, BOB MOODY, TUBBY WEYANT, LEONARD STOKES). Network singers. (R) Town Hall Tonight (Sal Hepatica and Ipana).

TOWNSEND, WALTER. Pianist, CKLW, Detroit. (R) since 1936; local shows. (P) office work.

TRAUM, WILLIAM R. Announcer, WROK, Rockford. (R) since 1934; various local shows on this station and WCAZ, Chicago. (V) Chadwick Review, 1935-36.

TREADWAY, ALBERT A. Announcer, salesman, singer, WALA, Mobile. (R) since 1928; local shows on this station and WBRC, Birmingham.

TREMAYNE, H. LESTER. Network actor, singer, announcer. (R) various shows,

including Grand Hotel, NBC; Betty & Bob, CBS; Hope Alden, RCA (spot broadcasts). (F) commercials. (L) stock.

TRENDLER, BOB. Network orchestra leader. (R) Stars of the Milky Way (Fresh Milk Industry).

TRIPP, RICHARD. Announcer, WMBH, Joplin. (R) since 1936; local shows.

TRITSCH, JOHN B. Announcer, singer, actor, WHKC, Columbus. (R) since 1935; local shows including Hutton Corners (Montgomery-Ward), 1936.

TRIVERS, INA. Actress, WICC, Bridgeport. (R) since 1933; local shows. (P) stenographer.

TROCKI, FRANK A. Announcer, program director, WMEX, Boston. (R) Polish-American program, 1937. (P) checker.

TROUT, FRANCIS. Actor, KNX, Los Angeles. (R) various network shows including Just Plain Bill (Kolynos), CBS; Ma Perkins (Oxydol), NBC; Orphan Annie (Ovaltine); Jack Oakie's Show. (L) Wild Rose (Hammerstein), 1926; (V) Dear Little Rebel, 1928-29. Formerly with Ben Bernie's Orchestra.

TROUT, ROBERT. Network commentator.

TROY, RENA. Singer, WMEX, Boston. (R) various sustaining shows on this station and WLLH, Lowell.

TROYAN, JOSEPH. Harmonica player, WBZ-WBZA, Boston. (R) since 1936; various local shows on this station and WGY, Schenectady. (P) mechanic.

TRUE, HAROLD. Announcer, news commentator, Michigan Network. (R) since 1935; various shows, including Fox Fur Trappers (I. J. Fox), 1925-30; White Star Reporter (Socony Vacuum Oil Co.), 1932-34; Lone Ranger (Gordon Baking Co.), 1934-37; also shows for Jack Benny, Ben Bernie, Fred Waring. (F) commercials. (P) real estate.

TRUE, JACK. Musician, Singer, KONO, San Antoio. (R) local shows on this station and WFAA, Dallas; KTAR, Phoenix; KNOW, Austin; KGGM, Albuquerque. (V) Swor Bros. Minstrels, 1924-26.

TRUITT, A. R. Announcer, sports commentator, KGW-KEX, Portland. (R) since 1929; various shows, including Children's Hour (Sperry Flour), 1929-30; Football Broadcasts (Associated Oil), 1935-36; Track Meet Broadcasts (Associated Oil), 1936; Baseball Broadcasts

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Ray Sinatra and His Orchestra
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Morning Almanac, CBS
Steinie Boys, NBC

ALTON ALEXANDER
Production Manager

IREENE WICKER

THE KELLOGG SINGING LADY

(General Mills), 1936. (F) commercials, 1936-37.

TRUMAN, CAREWE. Orchestra leader, WMEX, Boston. (R) since 1932; various local shows on this station and WHDH, Boston; WCSH, Portland; WLBZ, Bangor. (V).

TRUMAN, EDDIE. Singer, pianist, orchestra player, WHO and KSO, Des Moines. (R) since 1934; local shows, including Band Contest (Budweiser Beer), 1935; Hour of Smiles (participating Dr. West Toothbrushes, Armand Co., John- & Johnson, Fitch Shampoo). (V) Marion & Eddie, Singing Salesman.

TRUMAN, WRIGHT. Musician, singer, Iowa Broadcasting Co. (R) various shows including Budweiser Band Contest (Budweiser Beer), 1935-36. (F) shorts. (V) Des Moines Auto Show (with Jack Heller), 1934; Radio Harvest Festival, 1935.

TUBB, EARNEST. Blues singer, yodeler, KONO, San Antonio. (R) since 1934; local shows on this station and KABC, San Antonio. (V) Earnest Tubb, 1936-37. Victor Recordings.

TUCKER, LILLIAN. Character actress, monologist, WCAP, Asbury Park. (R) since 1930; local shows. (L) stock; Monmouth Community Players.

TULIN, JANET (BLACKER). Actress, WTIC, Hartford. (R) since 1931; various local shows including Guy Hedlund & Co., 1931-37. (L) W. P. A. Repertory; N. Y. Players Guild. (P) W. P. A. Instructor.

TULLEY, TOM. Actor, WMCA, New York. (R) various shows including Gang Busters (Palmolive Soap); Kick Off (General Mills); Bambi (Sanka Coffee). (F) commercials (Pathe). (L) So Proudly We Hail, 1936-37; Call Me Ziggy. (P) salesman.

TULSANS, THE. Sixty male singers, KTUL, Tulsa. (R) regional show, Courteous Colonels (Barnsdall Refining Co.); guest appearances, NBC and CBS.

TUMMIMA, JOSEPHINE. Network operatic singer. (R) Swift & Co. program, 1936; guest appearances on Shell Chateau (Shell Oil Co.), 1936; Bing Crosby program (Kraft-Phoenix), 1936-37. (L) San Francisco. Opera Association, 1936-37; solist with San Francisco Symphony.

TUNNELL, GEORGE. Singer, KYW,, Philadelphia. (R) since 1925; local shows. (F) Radio Cocktail (Warner Bros.), 1932. (V) 1924, 1932-34, '36.

TUNNICLIFF, F. E. Announcer, KFNF, Shenandoah. (R) local shows.

TUPPER, HOWARD LYNDON. Announcer, writer, WGY, Schenectady. (R) local shows on this station and WCAD, Canton.

TURLEY, BOBBY. Musician, WBAP, Ft. Worth. (R) various local shows. (L) Harry Carrolls Revue, Keith Albee, Chicago. (V) appeared in N. Y. with several orchestras.

TURVEY, BERTRAM L. Pianist, organist, CHWK, Chilliwack. (R) since 1935; local shows.

TUTTLE, DOROTHY. Program director, director of women's programs, writer, WKZO, Kalamazoo. (R) various local shows.

TUTTLE, ELSIE C. Musical director, WSJS, Winston-Salem. (R) since 1936; various local shows.

TWOMEY, MICHAEL. Musician, WMEX, Boston. (R) local sustaining shows. (P) steamship & tourist agent. Victor Recordings.

TYSON, DAVE. Announcer, actor, singer, WFIL, Philadelphia. (R) since 1933; local shows on this station and KYW, Philadelphia, including Sears Roebuck program, 1936. (V) 1920-25. (P) contractor.

U

ULMER, ROCH. Announcer, KSTP, St. Paul. (R) various local shows on this station and WHO, KSO, KRNT, Des Moines; WTCN, St. Paul; KGGM, Albuquerque. (P) orchestra leader.

UNCLE ROY (ROY SMITH). Violinist, singer, band leader, WSPD, Toledo. (R) since 1932; local shows. (V) personal appearances, ten years.

URBANEK, CAROLYN. Network soprano. (R) Universal Rhythm (Ford Motors).

URBONT, HARRY. Musician, WMCA, New York. (R) since 1932; NBC shows for Ipana, 1934-37, and Woodbury, 1936; other shows on this station and WABC, New York. (F) Betty Boop Cartoons (Fox); shorts (Paramount). (L) Pardon My English, 1933.

URQUHART, CHARLES. Producer, KDKA Pittsburgh. (R) since 1936; various local shows. (F) consulting location director Trader Horn (MGM), 1929. (L) Singing Jailbirds, 1928. (V) 1932.

URRY, FRANCIS L. Character actor KSL, Salt Lake City. (R) since 1936 various local shows. (L) New Moon 1931; Vagabond King, 1932; The Student Prince, 1933.

UTECH, DORIS. Singer, yodler, KMOX, St. Louis. (R) various shows on this station and WMBD, Peoria, including Barnyard Frolics (Drug Trade Products), 1937.

UTT, ARTHUR L. Pianist, organist, KMOX, St. Louis. (R) since 1935; local shows, including Dream Avenue (Hinds Honey & Almond Cream), 1935-36; News Thru Woman's Eyes (Pontiac), 1935-36. Theatre organist, Paramount, Warner Bros., RKO.

V

VACKNER, CHARLES W. Announcer, WHN, New York. (R) since 1930; various local shows on this station and WAAT, Jersey City; WNYC, New York. The Three Puncheteers (Adams Hats), 1935-36.

VAIL, GEORGE. Pianist, conductor, arranger, WFIL, Philadelphia. (R) since 1926; various local shows. (P) With Meyer Davis orchestra as musician and publicity writers. Musical director of Loew Theatres, Washington, D. C.; assistant conductor, Stanley Theatre, Philadelphia.

VAIL, MYRTLE. Network actress. (R) Myrt & Marge (Wrigley's Chewing Gum, Colgate-Palmolive-Peet for Super Suds).

VALENTINE, BOB. Announcer, WIRE, Indianapolis. (R) since 1934; various local shows on this station and WOWO, Fort Wayne; WGN, Chicago; shows included: Ma Perkins, Painted Dreams. (L) 1909-18, stock. (V) 1911-29.

VALENTINE, LEW. Actor, singer, WOAI, San Antonio. (R) since 1929; local shows on this station and KPRC, Houston; WLW, Cincinnati, including Mary Sothern (Hinds), 1935; Famous Jury Trials (Mennen), 1935-36; Texas Treasures (Gebhardt's), 1936-37. (V) 1929-31.

VALLEE, RUDY. Network orchestra leader, singer, master of ceremonies. (R) since 1928; Royal Gelatin Hour (Standard Brands); Rudy Vallee Hour (Standard Brands for Fleischmann Yeast), since 1929. (F) The Vagabond Lover (RKO), 1929; George White's Scandals (Fox), 1934; Sweet Music (Warner Bros.), 1935. (L) George White's Scandals, 1931, 1936. (V) Connecticut Yankees. (P) college.

VAN CLEVE, BERT. Comedian, script and song writer. (R) since 1930; local shows. (F) Wonderful Girl, 1929; Commercial Shorts. (L) stock, 1928; Road to Rome, 1928.

VAN DOREN, WILLIAM H. Organist, WTNJ, Trenton. (R) since 1934; various local shows. Theatre organist, Trenton Theatres, since 1924.

VAN DOVER, BUD (Tom, of Tom, Dick and Harry Trio). Singer, comedian, actor, WGN, Chicago. (R) since 1931; various shows, including programs for Armour, 1931; A & P Tea Co., 1931; Household Finance, 1933-35; Fels Naptha, 1935-37. (V) 1934-36.

VAN DOVER, GORDON. (Harry, of Tom, Dick and Harry Trio). Singer, comedian, actor, WGN, Chicago. (R) since 1931; various shows, including programs for Armour, 1931; A & P Tea Co., 1931; Household Finance, 1933-35; Fels Naptha, 1935-37.

VAN, GUS. Network singer, actor. (R) programs for I. Miller Shoes, Van Heusen Shirts, Socony Oil. (F) They Learned About Women; shorts. (L) Follies, 1918-22; Nifties of 1923. (V) Van & Schenck.

VAN, JOHNNY. Pianist, singer, WGES, Chicago. (R) since 1930; various local shows on this station and KYW, WIBO. (V) 1921, 22, 24. (P) accountant, bookkeeper.

VAN, LYLE. Network announcer. (R) Calling All Sweethearts (Humphrey's Homeopathic Medicine); Barry Wood (P. & G., for Drene); others.

VAN STEEDEN, PETER. Network orchestra. (R) Ray Perkins (Barbasol), 1932; Jack Pearl (Standard Brands), 1934; Tim & Irene program, 1934-35; Town Hall Tonight (Ipana and Sal Hepatica), 1935-37; Lucky Strike program. (F) short (Warner Bros.). (V) various hotels and clubs. (P) student.

VAN VOORHIS, WESTBROOK (HUGH CONRAD). Network announcer, narrator. (R) March of Time (Servel, Inc.; William Wrigley, Jr., Co.); Rubinoff (Chevrolet Motors).

VAN WART, DONALD. Pianist, WNAC, Boston. (R) since 1932; local shows on this station and WAAB, Boston, including Acme Paint program. (V) accompanist for radio artists, New England appearances.

VANCE, WILLIAM C. Dramatic director, WTAD, Quincy. (R) since 1935; local shows. (L) actor and director in stock, 1933; Chicago Theatre Festival, 1934.

VAUGHAN, MARION. Actress, WATL, Atlanta. (R) since 1935; local shows, including Joyce Bright (Pittsburgh Paint Co.), 1935. (L) Avon Players, Erlanger Players; others, 1928-34.

VAUGHN, ADAH. Musician, WAAW, Omaha. (R) since 1933; various local shows. (V) Musical Vaughns, 1922-29.

VAUGHN, EDDIE. Director of farm programs, WAAW, Omaha. (R) since 1935; various local shows. (V) 1922-29.

VAUGHN, VELMA. Staff pianist, KHSL, Chico. (R) since 1935; local shows.

VEDDER, CHESTER D. Announcer, singer, actor, WGY, Schenectady. (R) various shows, including Road Reporter (Shell Union Oil Co.), 1933; Sunoco Newscaster (Sun Oil Co.), 1934-37. (P) real estate.

VELASCO, VERA. Singer, WICC, Bridgeport. (R) since 1935; local shows.

VENTER, MEL. M.C., producer, announcer, KFRC, San Francisco. (R) since 1934; various local shows, including programs for Standard Oil, 1929; Shell Oil, 1935; Stewart Warner, 1935. (L) stock, 1929; Community Playhouse, 1930.

VENUTA, BENAY. Network singer, master of ceremonies. (R) Shell Chateau (Shell Oil), 1935; Kraft Music Hall (Kraft-Phenix Cheese), 1935; Life Saver's Rendezvous, 1935; Bond Bread program, 1936; Radio Guide Court of Honor, 1936-37; Hammerstein Music Hall (Kolynos Tooth Paste), 1937. (F) shorts (Warner Bros., Paramount). (L) Tip Toes, 1927; Anything Goes, 1935-36. (V).

VERBA, GILBERT T. Announcer, KOA, Denver. (R) since 1931; local shows on this station and KVOR, Colorado Springs, including King of the Ivories (Paramount Publix Theatres), 1931-33. (F) narrator for commercials. (L) The Small Miracle, 1936. (P) college.

VIC & SADE. Network actor and actress. (R) Vic (Art Van Harvey) and Sade (Bernadine Flynn), for P. & G. (Crisco and Ivory Flakes), since 1934.

VICKERS, LEE E. Musician, announcer, program director, actor, WDNC, Durham. (R) since 1934; local shows, including Three Jacks (Coca-Cola Bottling), 1935. (P) college.

VIKTOR, ERVIN. Announcer, actor, producer, WJJD, Chicago. (R) various shows on this station and WWL, New Orleans, including Sterling Insurance program, 1936-37. (L) stock. (V) appeared with Francis X. Bushman, Jr., 1929-31.

VILLAR, DICY. Dramatist, poetry reader, WCOA, Pensacola. (R) local show.

VILLELLA, JOE. Announcer, M.C., KQV, Pittsburgh. (R) since 1933; various local shows, including Stewart-Warner Brigadiers. (P) student.

VINCENT, NAT. Pianist, composer, singer, producer, Iowa Broadcasting Co. (R) since 1927; various shows, including programs for Piggly Wiggly Co., 1927-28. (F) wrote scores for various films, including Strawberry Roan, When the Bloom Is On the Sage. (V) Bim & Vincent; Tracey & Vincent. Composed I'm Forever Blowing Bubbles; I Know What It Means to Be Lonesome; others.

VOICE OF EXPERIENCE (DR. MARION SAYLE TAYLOR). Network lecturer-commentator. (R) Voice of Experience (Wasey Products for Musterole, Zemo, CTC, Kreml).

VON AMMON, FRED. Network actor. (R) Today's Children (Pillsbury Flour).

VON ZELL, HARRY. Network announcer. (R) Town Hall Tonight (Sal Hepatica and Ipana); Stoopnagle & Budd (General Foods for Minute Tapioca); Ed Wynn (Axton-Fischer Tobacco for Spud Cigarettes); Phil Baker program (Gulf Gasoline); writer, producer, announcer of Summer Stars (Good Gulf Gasoline), 1937.

VOORHEES, DON. Network musical director. (R) since 1926; Show Boat (Maxwell House Coffee), 1932-33; Texaco Fire Chief (Texaco Co.), 1932-34; Du Pont Cavalcade of American, 1936-37; programs for Atwater Kent, Gillette, General Motors, Bond Bread, Colgate, Hinds, Packard. (L) Broadway Brevities of 1920; 2d George White's Scandals; Earl Carroll's Vanities, Rain or Shine.

VOORHEIS, CLAUDE. Singer, WSAY, Rochester. (R) since 1931; local shows on this station and WOV, New York.

VORDEN, VIVIAN. Musician, orchestra leader, KONO, San Antonio. (R) various local sustaining shows. (V) Mitzie Shelton's All Girl Orchestra, 1932. (P) student.

VOSSE, FRED M. Announcer, WNBR, Memphis. (R) since 1933; local shows, including Western Amateur Golf Tournament (Pabst Beer), 1933; football broadcasts (Coca-Cola), 1936. (P) newspaper advertising.

W

WACKS, LOUIS. Musician, WMCA, New York. (R) since 1930; various shows, including Kate Smith program (La Palina), 1930-32; programs for Standard Oil, 1932; Remington Rand, 1936-37; Lucky Strike, 1936-37. (F) Popeye & Betty Boop Cartoons, 1934-37. (L) Robin Hood, 1925; High Jinks, 1927. (V) Marion Harris, 1928; Kate Smith, 1933-34.

WADE, FRED. Announcer, singer, actor, WTIC, Hartford. (R) since 1928; local shows on this station and WBZ, Springfield, including Flexible Flame (Gilbert & Barker), 1928; Tastyeast Nomads (Tastyeast), 1929; U. S. Spring Bed Co., 1930; Arch-Aid Shoe Co., 1931; Sherrineers (Fellow Mfg. Co.), 1935-36. (P) commercial artist.

WADE, OSBORNE. Announcer, WNBX, Springfield. (R) various local shows.

WAG, WILL. Actor, WOW, Omaha. (R) since 1936; various local shows on this station and KOIL, Omaha. (L) 1903-19. (V) 1907-17.

WAGENSELLER, GWEN. Dramatic actress—leads, ingenues, comedy—WOW, Omaha, Neb. (R) since 1936; various local shows on this station and KOIL. (P) private secretary.

WAGENSELLER, MYRTLE. Dramatic, character actress, WOW, Omaha, Neb. (R) since 1936; various local shows on this station and KOIL. (L) Musical comedy, vaudeville, legit, 1908-28. Owned own musical comedy stock in Denver in 1920. (V).

WAGNER, HAROLD M. Program director, announcer, WESG, Elmira. (R) since 1936; local shows.

WAGNER, HARRY L. Musician, actor, producer, WCBS, Springfield. (R) since 1928; local shows, including Fox Film Corp. program, 1928; Phillips "66" orchestra (Phillips Petroleum Corp.), 1933. (V) 1915-17.

WAGNER, PAUL E. Announcer, sports commentator, WPAY, Portsmouth. (R) since 1936; local shows.

WAHLBERG, JOEL. Announcer, news commentator, WGH, Newport News. (R) various local shows on this station and WRUF, Gainesville, including Dancing Party (Red Top Brewing Co.), 1936.

WAKEMAN, CHARLES. Sports commentator, special events announcer, WOL, Washington. (R) since 1927; local shows, including programs for Teaberry Gum, 1927-31; Adam Hats, 1934-35; Chevrolet, 1935. (F) Paramount News reels, 1935-36. (P) newspaperman. Winner of Davis Memorial Award for Announcer, 1936.

WALKER, BILL. Announcer, pianist, WHLB, Virginia. (R) various local shows.

WALKER, BILLE (MISS). Musician, WWL, New Orleans. (R) since 1933; local shows, including Crazy Water Crystal program, 1933; RCA Victor programs, 1936.

WALKER, BREED. News commentator, WMEX, Boston. (R) various local shows. (P) public relations director.

WALL, LUCILLE. Network dramatic and comedy actress. (R) programs for Dromedary Dates, Socony-Vacuum, Love Story Magazine, Lucky Strike Cigarettes. (L) Romeo & Juliet, The Ladder, Little Accident.

DON WILSON

THE JELLO PROGRAM
WITH JACK BENNY

Exclusive Management:
NBC ARTISTS SERVICE

NBC
Coast to Coast

WALLACE, GUY C. Actor, announcer, WBRY, Waterbury. (R) since 1934; Atlantic Family (White Flash Gasoline); Gillette Community Sing (Gillette Razor); Burns and Allen (White Owl Cigar). (F) Short (Paramount), 1931. (L) Le Gallienne Civic Repertory Theatre, 1931-32. (V) split weeks with "Count Ernest Russo," 1933. (P) college.

WALLACE, JERRY. Hillbilly musician, KDKA, Pittsburgh. (R) various local shows, including programs for Big Yank Shirt Co. (V) Log Cabin Boys, 1934-35; Slim & Jack's Gang, 1936-37. (P) salesman.

WALLACE, NEIL A. Associate news editor and announcer, WEEI, Boston. (R) since 1936; local shows. (L) stock, 1929-30. (V) news flashes from stage, 1937. (P) officer, American Merchant Marine.

WALLENSTEIN, ALFRED. Conductor and music director, WOR, New York. (R) Firestone Concert (NBC); director of Wallenstein's Sinfonietta and Wallenstein's Symphonic Strings (Mutual). Has been cellist soloist with orchestras throughout the country; a member of the N. Y. Philharmonic; Philadelphia, Los Angeles and Chicago Symphony Orchestras; guest conductor of Los Angeles Philharmonic, Women's Symphony of Chicago, Washington Summer Concerts and Cleveland Orchestra; has also made nation-wide tours, beginning as 'cello soloist with Pavlova here and in South America.

WALLINGTON, JIMMIE. Network announcer, actor. (R) programs for Texaco, Pebeco Tooth Paste, Fleischmann Yeast, Chase & Sanborn Coffee, Sunoco; also on programs with Eddie Cantor, George Jessel, Harry Richman, Major Bowes; also special events. (F) Big Broadcast (Paramount), 1930; Murder in the Studio, 1931; shorts (Universal), 1933-35. (L) Chatterbox Revue, 1927; Rochester American Opera Co., 1927. (V). (P) college, salesman.

WALSH, BOB. Announcer, engineer, production dept., WNEW, New York. (R) since 1936; local shows.

WALSH, EUGENE J. Musician, singer, WJJD, Chicago. (R) since 1931; local shows.

WALSH, JOHN J. Actor, singer, WGN, Chicago. (R) various shows including Girl Alone (Kellogg Co.), 1936-37; Grand Hotel (Campana Sales Co.), 1936; Welcome Valley (Household Finance Corp.), 1936; Ma Perkins (Oxydol), 1936-37. (L) Flying Colors, 1933; Anything Goes, 1934-36; others. (P) pressman.

WALTERS, GEORGE. Musician, WMCA, New York. (R) Lanny Ross program (General Foods), NBC, 1936; also various local shows. Played with Isham Jones' and Freddy Behrens' Orchestras.

WALTERS, JOE. Announcer, KSFO, San Francisco. (R) various shows including Good Afternoon Neighbors (Durkee's Famous Foods), 1937; Male Chorus Parade (Sperry Flour Co.), 1937.

WALTMAN, LA VELL. Program director, KOVC, Valley City. (R) local shows.

WALTON, HUGH. Announcer, WCAU, Philadelphia. (R) various shows including Heywood Broun's program. Eastman Kodak's show. (P) bookkeeper.

WALTON, JANE. Singer, KONO, San Antonio. (R) since 1933; local shows on this station and KTSA, San Antonio. (V) night club engagements.

WALTON, SYDNEY. Announcer, WHN, New York. (R) local shows on this station and WBAL, Baltimore, including MGM Movie Club (Watkins Mulsified Shampoo). (L) director, Vagabond Theatre, Baltimore.

WALTZER, PHILIP. Musician, WMCA, New York. (R) various shows including Carl Fenton's Orchestra (Cremo), 1932; Gillette Razor Blade program, 1937. (F) Fox Movetone, 1937. (V).

WANNAMAKER, ALLEN. Announcer, WBIG, Greensboro. (R) since 1934; lacal shows including Morning Moods (Maytag Washing Machine), 1934.

WARD, BEVERLY. Singer, KOA, Denver. (R) since 1936; local shows including Ford Rangers, 1936. (P) college.

WARD, JACK. Organist, WMCA, New York. (R) various local shows. (F) First National films, 1926. Organ soloist at Loew's, Radio City Music Hall, Academy of Music.

WARD, PERRY. Announcer, WKY, Oklahoma City. (R) since 1932; local shows on this station and KVOO, Tulsa. (L) Trial By Jury, 1934; Prisoner of Zenda, 1934; Judgment Day, 1935; others.

WARE, TOL. Announcer, actor, WFAA, Dallas. (R) since 1935; local shows on this station and WDAG, KGNC, Amarillo; KIUJ, Santa Fe; KRLD, Dallas, including Servel Electrolux program. (F) short (Universal); The Big Show (Republic), 1936: Commercial, 1936-37. (L) Wings of Victory, 1934; director, narrator, Cavalcade of Texas, 1936; Cavalcade of the Americas, 1937. (P) college.

WAREMBUD, NORMAN H. Announcer, WLTH, New York. (R) various local

shows; some Yiddish commercials. Also handles publicity, special features. (P) student.

WARD, HELEN, Network singer. (R) Camel Caravan (Camel Cigarettes).

WARING, FRED. Network orchestra leader, M.C. (R) Fred Waring and His Pennsylvanians for Old Gold Cigarettes, 1933-34, and Ford Motors, 1934-37. (F) Syncopation, 1929; Varsity Show (Warner Bros.), 1937. (L) Hello Yourself, 1928; Rah Rah Daze, 1930. The New Yorkers, 1931. (V).

WARING, TOM. Network singer. (R) with Fred Waring and His Pennsylvanians for Old Gold Cigarettes, 1933-34, and Ford Motors, 1934-37. (L) wrote music for Rah Rah Daze; concert work.

WARNER, GERTRUDE. Actress, WTIC, Hartford. (R) since 1935; local shows, including Guy Hedlund & Co. (Travelers Insurance), 1935-37.

WARNER, HUB. Announcer, KFJM, Grand Forks. (R) since 1933; various local shows on this station and WDGY, Minneapolis-St. Paul; KDLR, Devils Lake.

WARNER, NEWELL. Announcer, script writer, singer, WCBM, Baltimore. (R) since 1936; local shows, including WCBM Family Circle Children's Hour, 1936-37 (director). (P) newspaper and agency advertising.

WARNER, PAUL. Singer, WNAC, Boston. (R) since 1934; local shows.

WARNOW, MARK. Network conductor. (R) since 1934; programs include Admiral Byrd program (Grape-Nuts), 1934-35; Helen Hayes in New Penny (Sanka Coffee), 1935-36; Helen Hayes in Bambi (Sanka Coffee), 1936-37; Evening in Paris Roof (Bourjois), 1935-36; We, The People (Calumet Baking Powder), 1936-37; Your Hit Parade (Lucky Strike Cigarettes), 1937. (F) shorts (Paramount). Formerly concert violinist.

WARREN, CHARLES C. Announcer, actor, WHN, New York. (R) since 1933; local shows, including Curiosity Shop (Coca-Cola Bottling Co.); The World Today (Cadillac Motor Co.). (V) 1922-28. (P) musician.

WARREN, ERNIE. Pianist, WHAM, Rochester. (R) since 1934; local shows on this station and KMOX, St. Louis; WGB, Scranton. (P) music student.

WARREN, JOE. Hillbilly singer, musician, KXBY, Kansas City. (R) local shows. (V) Kansas Farm Boys, Ozark Farm Boys.

WASSUM, WILLIAM G. Entertainer (member of Trio), KWK, St. Louis. (R) since 1936; local shows. (V) Rex Varieties, 1931-32. (P) draughtsman.

WATERS, MARJORIE. Writer, announcer, WTIC, Hartford. (R) since 1929; local show. (P) newspaper work, advertising.

WATER, WILENA. Network actress. (R) Thatcher Colt (Packer's Tar Soap).

WATERHOUSE, FLORENCE. Musician, KHQ, Spokane. (R) various local shows.

WATHEN, FRANCIS. Musician, WHAS, Louisville. (R) since 1935; various shows including Lady Beautiful (Armand), 1935; Kate Smith (A & P Tea Co.), 1936; Here's to You (Oertel Brewing Co.), 1936-37. (L) Of Thee I Sing, 1932-33; Earl Carroll's Vanities, 1932-33. (V) various orchestras, 1930-34.

WATKINS, WATT. Announcer, pianist, organist, WAAT, Jersey City. (R) since 1931; various local shows on this station and WGH, Newport News, including Orange Crush program. (F) commercial, 1937.

WATSON, ERNIE. Network orchestra leader. (R) Shell Chateau (Shell Chateau).

WATSON, FRANK G. Continuity writer, WEBC, Duluth. (R) since 1929; various local shows. (P) advertising manager.

WAXMAN, STANLEY J. Actor, WHN, New York. (R) local shows on this station and WMCA, WOR, New York; WLW, Cincinnati, including shows for Mennen and Feenamint. (L) Eternal Road, 1937.

WEATHERWAX, BEN K. News commentator, KXRO, Aberdeen. (R) since 1935; various local shows including basketball broadcasts (Sears Roebuck), 1936-37. (P) instructor, stage design and speech.

WEAVER, EDDIE. Organist, WICC, Bridgeport.

WEBB, DORIS. Pianist, popular singer, actress, WLTH, N. Y. (R) since 1931; local shows including Coward Shoe Girl (Coward Shoes), 1932. (V) 1933. (P) student.

WEBB, THEODORE. Network singer. (R) Hands Across the Border (Jack Frost Sugar).

WEBBE, TED. Announcer, WNEW, New York. (R) since 1935 various local shows. (P) sales representative.

WEBBER, FRED. Announcer, singer, actor, WFIL, Philadelphia. (R) since 1931; various local shows on this station and KDKA, WCAE, KQV, WJAS, Pittsburgh. Opera singer, 1922-1924.

WEBSTER, GEORGE P. Actor, KPO-KGO, San Francisco. (R) Winning the West (Occidental Life Insurance Co.), 1935-37.

WEBSTER, MAURIE. Announcer, KNX, Los Angeles. (R) CBS shows, Hometown Sketches (Fels Naptha), 1937; Scattergood Baines (Wm. Wrigley, Jr.), 1937; also local shows on this station and KVI, Tacoma.

WEEKS, EDWARD LA VERN. Announcer, KGNF, North Platte.

WEEKS, LOWELL. Singer, KGER, Long Beach. (R) since 1936; various local programs.

WEELANS, LES. Musical director, KLZ, Denver. (R) since 1930; local shows including, Ford Rangers (Ford Motor Co.), 1934-36. (P) Salesman.

WEEMS, TED. Network orchestra leader. (R) Canada Dry Ginger Ale program, 1930; Realsilk program; Lucky Strike Cigarette program; Fibber McGee & Molly (Johnson's Wax), 1936-37; Varady of Vienna, 1937. (V).

WEDLOCK, HUGH, JR. Network writer. (R) with Howard Snyder, programs for Jack Benny, Ben Bernie, Show Boat, Log Cabin Syrup; material for Gregory Ratoff, Bert Wheeler, Anna Sten.

WEGNER, LAURA. Conductor (original verse program), WSBT-WFAM, South Band; guest appearances, WGN. (V) night club appearances.

WEIGEL, JOHN. Network announcer. (R) Jack Hylton program (Standard Oil), 1936; Jack Hylton's Orchestra (Realsilk), 1936; Myrt & Marge (Wrigley's Chewing Gum), 1936; Horace Heidt and His Brigadiers (Stewart-Warner Corp.), 1936; Eddie and Fannie Cavanaugh (Illinois Meat Packing), 1937. (P) college.

WEIMER, ORVILLE E. Announcer, news editor and commentator, WAAW, Omaha. (R) since 1933; various local shows on this station and KOIL, WOW, Omaha; KFAB-KFOR, Lincoln, including Christian Science Publication program, 1937.

WEINGARTH, FRED C. Announcer, WDAF, Kansas City. (R) since 1932; local shows including Snyder Breakfast Food Club, 1933-34; Truly Warner Hat Shops' program; San Felice Sports Parade, 1936; Roi-Tan Sports Reporter, 1937. (P) radio advertising.

WEIR, SNEDDEN. Studio manager, announcer, WOKO, Albany. (R) since 1924; various local shows. (V) Concert Tour, 1922-1923; Capitol Theatre, 1923-1924. (P) teacher.

WEISS, LOU ("IVORY TICKLER") Pianist, orchestra leader, WICC, Bridgeport. (R) since 1935; local shows. (P) music teacher.

WEIST, DWIGHT. Free lance network actor. (R) since 1932; programs include March of Time, 1932-37; Just Plain Bill (Kolynos Tooth Paste), 1932-37; 45 Minutes in Hollywood (Borden's Milk), 1933-34; Ripley's Bakers Broadcast (Fleischmann Yeast), 1935-37; Shell Chateau (Shell Oil), 1937; News of Youth (Ward Baking Co.), 1937. (L) stock.

WEITZEL, HOWARD L. ("DOC") Orchestra leader, WADC, Akron. (R) since 1931; local shows including Lincoln-Zephyr Program, 1936. (V). (P) real estate business.

WELCH, PHILLIPS. Network actress. (R) John's Other Wife (Angelus Lipstick).

WELCH, HERB. Announcer, WCOL, Columbus. (R) since 1934; local shows on this station and WOSU, Columbus. (P) college.

WELCH, HOMER. Producer, KGW-KEX, Portland. (R) Hospitality House (Golden West Coffee), NBC, 1936-37; also various local shows. (L) Portland Civic Theatre.

WELCH, WILLIAM E. News editor, organist, pianist, continuity writer, announcer, KOBH, Rapid City. (R) various local shows, theatre organist, 1930-34.

WELLS, FRANK. Singer, m.c. KGER, Long Beach. (R) since 1936; various local shows. (L) Sailors Three, 1933; Is Zat So, 1934.

WELLES, ORSON. Writer. (R) adaptations of Hamlet and Macbeth.

WELLS, SARAJANE. Network dramatic actress. (R) Jack Armstrong (General Mills), 1933-37; Betty & Bob (General Mills), 1934; Worry Clinic (General Mills), 1934; Guiding Light (Procter & Gamble), 1937. (L) child actress, Stuart Walker's Co., 1921.

WELLBAUM, PAUL. Singer, pianist California Radio System. (R) since 1931; various local shows including Clicquot Club Ginger Ale program, 1932. (V) Fox & Witt, 1914-21; Witt & Stevens, 1921-24 (vaudeville name Paul Witt).

WELLING, FRANK. Singer, guitarist, WSAZ, Huntington. (R) since 1931; various local shows including Willards Messenger (Willard Tablet Co.), 1932; Crazy Mountaineer (Crazy Water Crystals),, 1933. (V) 1923-27.

WENDELL, BRUCE L. Announcer, producer, m.c., actor, CKAC, Montreal, Que. (R) since 1921; local shows for Tuckett Tobacco, Canadian National Broadcasting System, Bell Telephone Co, Wildroot Hair Tonic, Canada Starch Co. (F) commercials. (L) French stock company. (P) student.

WELTERSBACH, ELISE (MENN). Dramatic singer, WICC, Bridgeport. (R)

since 1935; local shows. (L) Theatre In The Woods, 1936; Schnitzelbank, 1936-37.

WERNER, MARGUERITE. Organist, Michigan Network. (R) various shows from 1934 to date. Formerly featured organist in several theatres.

WERNER, WILLIAM S. Cowboy singer, WFAA, Dallas. (R) since 1932; local shows, including Riding with the Texas Rangers (Kellogg Co.), 1936-37. (P) printer.

WERTH, FRANK. Composer, arranger, conductor, WTMJ, Milwaukee. (R) local show.

WEST, HAROLD. Network actor. (R) Sherlock Holmes (Household Finance).

WEST, JANE. Writer for Wolf Associates, Inc., program producers.

WEST, MADGE. Violinist (Leader), WOW, Omaha, Nebr. (R) since 1931; various local shows. Concert work since 1920; member Omaha Symphony, 1924-34.

WEST, NORRIS. Announcer, musical composer, WCAU, Philadelphia. (R) since 1930; various CBS and local shows including programs for Ford, Wheatena, Household Finance. (F) Paramount News, 1933-34. (P) manager, department store.

WEST, OLIVE. Dramatic reader, KPO-KGO, San Francisco. (R) since 1931; shows include Hawthorne House (Wesson Oil), Memory Lane (General Petroleum), Winning the West (Occidental Life Insurance), Death Valley Days (Pacific Coast Borax). (F) Mme Butterfly, 1917. (L) understudy with Daniel Frohman, 1890; Sun Daughter, with David Belasco; others.

WEST, WAYNE. Singer, pianist, WHK-WJAY, Cleveland. (R) since 1933; various local shows including programs for Virginia Dare Wines, 1934, Anacin Headache Tablets, 1934.

WESTBROOKES, BILL. Singer, WTJS, Jackson. (R) since 1935; local shows. (V) personal appearances, 1935-37.

WESTBROOKES, VERA. Singer, yodeler, WTJS, Jackson. (R) since 1935; local shows. (V) personal appearances, 1935-37.

WEYMAN, CAROL. Network singer. (R) NBC sustaining programs. (L) stock.

WEZEMAEL, CYRIL. Singer, WXYZ, Detroit. (R) since 1932; local shows including Golden Hour (Charles E. Coughlin), 1932-37; Big Broadcast (R. G. Dun Cigar Co.), 1936. (F) commercial, 1937. (L) Carmen, 1936. (P) mechanic. Winner, RKO and NBC talent contests.

WHEELAHAN, EDMUND. Announcer, singer, WSMB, New Orleans. (R) since 1931; local shows. (L) Geisha revival, Weber & Fields, 1913. (V) single act, Southern States and New York, 1911; Paul Durand Trio, 1912. (P) accountant.

WHEELER, A. K. Announcer, WNBF, Binghamton. (R) since 1933; local shows including Married Life (Sears Roebuck), 1933-37.

WHEELER, CHESTER B. Announcer, producer, actor, KOOS, Marshfield. (R) local shows.

WHEELER, CLIFF ("JAKE"). Cowboy entertainer, KTRB, Modesto. (R) local show.

WHEELER, JACK. Network announcer. (R) The Park Avenue Penners (Cocomalt).

WHEELER, JOE. Announcer, sports commentator, WHAS, Louisville. (R) since 1935; local shows including Sports Review (B. C. Remedy Co.), 1935-36; football games (Standard Oil of Kentucky), 1936; Golden Gloves Bouts (General Mills), 1937; Bicycle Races (Sears Roebuck), 1937; baseball games (General Mills), 1937.

WHIMPEY, SHIRLEY ANN. Actress, WHBF, Rock Island.

WHIPPLE, C. D. Musician, WTAM, Cleveland. (R) various local shows, including Fox Fur Trappers (I. J. Fox), Durkee's Newlyweds (Durkee's Famous Foods). (L) Overseas Revue, 1920. (V) hotel engagements with own orchestra.

WHISENANT, A. D. Staff and special events announcer, KRBC, Abilene. (R) since 1936. (P) insurance business.

WHITE, AGNES. Home economics script writer, actress, KFI-KECA, Los Angeles. (R) since 1926; local home economic shows.

WHITE, ALBERT. Musical director, violinist, KSFO, San Francisco. (R) various shows for Shell Oil, Del Monte, Alemite. Has played with Paul Ash, Rube Wolff, Horace Heidt and Sophie Tucker.

WHITE, EDDIE (EDDIE WHIKEHART). Announcer, actor, WPAY, Portsmouth. (R) since 1931; various local shows. (L) stock, 1930-31. (V) Those Three Boys (White, Hart & Eddie), 1924-29; Odds & Ends, 1926; Jack Lazar Revue, 1927-28. (P) student.

WHITE, FRANCIA. Network singer. (R) Vick's Open House with Nelson Eddy (Vick Chemical Co.); Packard program.

WHITE, GAY. Singer, KCMO, Kansas City. (R) local shows on this station and WDAF, KXBY, WHB, Kansas City.

WHITE, GERALD W. Announcer, WIND, Gary. (R) local shows.

WHITE, JACK P. Announcer, CKTB, St. Catherines, Ont. (R) since 1935; local

shows, including Humor in the News (S.O.S. Hair Tonic), 1936.

WHITE, JOHN F., JR. Writer, producer, actor, KGW-KEX, Portland. (R) since 1936; various local shows including On the Oregon Trail (Union States Life Insurance Co.). 1936.

WHITE, JOY. Musician, singer, WWVA, Wheeling. (R) since 1936; local shows including Log Cabin Boys (Pinex Cough Syrup), 1936-37; Crazy Water Crystals program, 1936. (V). (P) farmer.

WHITE, LEW. Network organist. (R) Betty Moore Triangle Club (Benjamin Moore Paints); Cook's Travelogue with Malcolm LaPrade (Thomas Cook & Son —Wagon-Lits). (V).

WHITE, NORMAN. Singer, production and program manager, WJR, Detroit. (R) since 1932; local shows, including Sinclair Minstrels; Hickok Oil Corp. program.

WHITEMAN, PAUL. Network orchestra leader. (R) programs for Old Gold Cigarettes, Buick Motors, General Motors, Pontiac Motors, Kraft-Phenix Cheese Corp., Jergens-Woodbury. (F) The King of Jazz (Universal); shorts (Vitaphone). (L) musical comedies, revues, New York Hippodrome. (V) personal appearances.

WHITESIDE, ARTHUR L. Announcer, producer, WIS, Columbia. (R) since 1936; local shows on this station and WBT, Charlotte, including Esso Sports News (Standard Oil Co.), 1936; United Press News (Cinco Cigars), 1936; Morton Salt program, 1936. (P) student.

WHITAKER, HAL. Singer, WFAA, Dallas. (R) since 1934; local shows, including Texas Ranger (Kellogg Co.), 1935-36. (V) single acts, 1935-36. (P) salesman.

WHITCOMBE, DORIS. Pianist, CKCL, Toronto, Ont. (R) since 1932; various local shows.

WHITMAN, FISH. Pianist, KGNC, Amarillo. (R) since 1930; local shows.

WHITMAN, M. C. SCOTTY. Singer, actor, KOA, Denver. (R) since 1928; local shows. (L) Hollywood Vanities Music Show, 1928; Denver A Capella Choir, 1931.

WHITMAN, SCOTTI. Singer, actor, KOA, Denver. (R) since 1929; local shows, including programs for General Electric, 1930; Public Service, 1935. (L) Hollywood Varieties, 1928. (V) Scotch comedy, independent bookings.

WHITNEY, CASS. Singer, KDKA, Pittsburgh. (R) since 1927; various local shows. (L) Mikado (road show), 1925. (P) public speaking teacher, Cornell University.

WHITNEY, JOHN M. Comedian, singer, KGFF, Shawnee. (R) since 1929; local shows, including Stewart Warner program, 1929. (L) Good News, 1927-28. (V) 1928. (P) clerk.

WHYTE, GORDON. Writer for Henry Souvaine, Inc., program producers.

WICKER, IREENE. Network actress; stories and songs for children. (R) since 1930; programs include Judy & Jane (Folger Coffee), 1930-33; Kellogg Singing Lady (Kellogg Co.), since 1931; Song of the City (Procter & Gamble), 1934-35; Today's Children (Pillsbury's Flour), 1933-36.

WICKERSHAM, HARRY. Announcer, continuity writer, producer, KJBS, San Francisco. (R) various local shows. (P) college.

WIDMER, HARRIETTE. Network actress. (R) Tale of Today (Princess Pat, Ltd.).

WIDNEY, STAN. Announcer, producer, WHO, Des Moines. (R) local shows, including Morton Salt and Crazy Water Crystals programs. (L) stock, 1919-32.

WIEBERS, MORTON. Chief announcer, program director KGCU, Mandan. (R) since 1930; various local shows. (L) M.C., Sunday Afternoon Barn Dance. (P) salesman, engineer.

WIENER, FRANCES. Violinist, KPO-KGO, San Francisco. (R) since 1933; various shows, including Standard School (Standard Oil Co.), 1933-37.

WIENINGER, CARL E. Music supervisor, arranger, conductor, organist, KOA, Denver. (R) since 1931; arranger, F. W. Fitch program (NBC), 1934-35; also local shows on this station and WIBO, Chicago; WIBA, Madison.

WIGGINS, VERONICA. Network singer. (R) programs for Bayer Aspirin, True Story Magazine, Hoffman Beverages, A & P Tea Co.; others. (L) concert work.

WIGGINTON, BILL. News commentator, WDGY, St. Paul. Handles all late eveing news.

WIGHT, HERMAN. Announcer, WCAX, Burlington. (R) various local shows.

WILBUR, BEN E. Announcer, WHKC, Columbus. (R) various locals on this station and WCOL, Columbus.

WILBUR, BOB. Announcer, WSUN, St. Petersburg. (R) since 1932; various programs on WIBX, Utica; WCAX, Burlington; WHAM, Rochester; WCAD, Canton; WSUN, St. Petersburg.

WILBUR, ELIZABETH. Actress, KPO-KGO, San Francisco. (R) since 1928; various shows on this station and KFI, KNX, Los Angeles; WLS, Chicago, including Death Valley Days (Pacific Coast Borax), 1937. (F) Robin Hood of

El Dorado (MGM), 1935; Hal Roach Comedies, 1935; others. (L) stock; Mary of Scotland; Camille. (V).

WILBUR, FRANKLIN. Chief announcer, production manager, KWG, Stockton. (R) since 1936; local shows. (L) stock and Little Theatre productions, 1931-35. (P) surveyor.

WILD, EARL. Pianist, KDKA, Pittsburgh. (R) since 1935; various shows, including Welcome Valley (Household Finance Co.), 1936. (P) student.

WILD, FRED. Musician, KMOX, St. Louis. (R) since 1934; various shows, including programs for Mobile Gas, 1934; Dodge Bros., 1935; Listerine, 1936. (V) various orchestras; member of St. Louis Symphony Orchestra, 1921-22.

WILDE, RUSSELL. Announcer, WABY, Albany. (P) accountant.

WILDHACK, ROBERT. Network comedian (Professor of Sound Phenomena). (R) programs for Shell Oil, Fleischmann Yeast, Kraft-Phenix Cheese, Camel Cigarettes. (F) Broadway Melody of 1936. (L) Life Begins at 8.40.

WILES, CHARLES ("CHUCK"). Drummer, xylophonist, KANS, Wichita. (R) since 1929; local shows, including Vassar (Loose Wiles). (F) Subway Sadie, 1925. (V) 1923-24; Vincent Lopez, Goodrich Silvertown orchestras; Arthur Pryor's band.

WILFORD, JERRY. M.C., writer, producer. (R) since 1930; various shows on this station and KSL, Salt Lake City; KFRC, San Francisco; KGER, Long Beach, including Vagabond of the Air (RCA Victor). (L) stock. (P) real estate.

WILHELM, GEORGE R. Actor, director, producer, KOIN, Portland. (R) since 1935; local shows on this station and KEX, KGW, Portland; KORE, Eugene, including Packard Roving Reporter (Packard Distributors), 1935; Hands of Lightning (Personal Finance Co.), 1936. (L) stock; Shakesperian Repertory Theatre; The Constant Nymph; The Wild Duck; Bloody Laughter; others. (V) 1936. (P) assistant director, Cambridge School of Drama.

WILHELM, OTTO. German programs, WRAX-WPEN, Philadelphia. (R) various local shows.

WILJEN, JOSEF. Singer, WDAF, Kansas City. (R) since 1935; local shows on this station and KMBC, Kansas City; KOA, Denver. (F) Rose of the Rancho; It's a Great Life (Paramount), 1935. (V) 1930; 1935. (P) student.

WILKERSON, GERTRUDE. Actress, singer, KCMO, Kansas City. (R) since 1936; local shows on this station and KXBY, WDAF, KMBC, Kansas City. (L) Resident Theatre Productions, 1934-37.

WILKINSON, HOLLAND R. Singing evangelist, WRVA, Richmond. (R) since 1927; various local shows. (L) concert appearances, 1918. (P) singing teacher.

WILLARD, DICK. Announcer, WNEW, New York. (R) shows include Musical Clock (Household Finance Co.), 1936; Personal Problem Clinic (Physical Culture Magazine), 1937; True Detective Dramas (Macfadden Publications), 1937. (L) Easy Money, 1934.

WILLIAMS, ALUN B. Announcer, producer, WMCA, New York. (R) various shows on this station and WIP, Philadelphia, including Philco Amateur Show, 1936-37.

WILLIAMS, C. EARL. Announcer, KFEQ, St. Joseph. (R) since 1929; various local shows on this station and WNAX, Yankton; KFNF, KMA, Shenandoah; WAAW, Omaha; KMMJ, Clay Center, including Ward Minstrels, 1931-32. (P) credit manager.

WILLIAMS, DWIGHT M. Announcer, WKBZ, Muskegon. (R) Harbor Lights (CBS), 1930; also various local shows on this station and WCAU, Philadelphia; WABC, New York; WJJD, Chicago. (P) U. S. Merchant Marine.

WILLIAMS, ELEANOR. Network writer. (R) since 1932; Pages of Romance (Fletcher's Castoria), 1932-33; Death Valley Days (Pacific Coast Borax), 1933; Molly of the Movies (Ovaltine), 1936-37. (L) stock; Dead Man's Holiday; Big Fight.

WILLIAMS, ETHELYN. Singer (Williams Sisters trio), KPO-KGO, San Francisco. (R) since 1934; shows include Al Pearce's Gang (Sperry Flour), 1934-35; Bing Crosby program (Woodbury Soap), 1935; Carefree Carnival (Signal Oil), 1937. (V) toured with Al Pearce's Gang, 1934-35; appearances with trio, 1935.

WILLIAMS, GLADYS. Actress, KOMA, Oklahoma City. (R) since 1935; various local shows.

WILLIAMS, JAN. Singer, WHO, Des Moines. (R) since 1933; local shows over this station and WGN, Chicago; WXYZ, Detroit, including Curtiss Candy Co. program; guest on Armour and Packard programs (NBC), 1934. (F) commercials. (V) 1933-34.

WILLIAMS, LAURA. Singer (Williams Sisters Trio), KPO-KGO, San Francisco. (R) since 1934; various shows including Al Pearce's Gang (Sperry Flour Co.), 1934-35; Bing Crosby (Woodbury Soap

Co.), 1935. (V) Al Pearce's Gang, 1934-35; Williams Sisters Trio.

WILLIAMS, M. L. Musician, WHO, Des Moines. (R) local shows including Barnsdall Refining Co. program. (V) Minstrels, 1915-33.

WILLIAMS, MARC. Cowboy singer, guitarist, actor, children's programs, WGY, Schenectady. (R) since 1929; Empire Builders (Great Northern Railway), NBC, 1932; also various local shows on this station and KRLD, Dallas; KFJZ, Ft. Worth; WLW, Cincinnati; WTIC, Hartford; WACO, Waco, including programs for Atlantic Refining Co., Olson Rug Co., Nash Motors. (L) stock. (V) Sacco's Peacock Band, 1928; personal appearances, 1936-37.

WILLIAMS, MIDGE. Network singer. (R) guest appearances on Shell Chateau (Shell Oil), 1936; Rudy Vallee Hour (Fleischmann Yeast), 1936; Magic Key of RCA, 1936; Studebaker program, 1936. (V) appearances in four theatres, 1936. (P) student. Recordings for Brunswick, Columbia and Variety.

WILLIAMS, ROWENA. Network actress. (R) Your Parlor Playhouse (Lovely Lady Cosmetics).

WILSON, DON. Network commercial and sports announcer. (R) Jack Benny program (Jello); Hinds Hall of Fame (Hinds Honey and Almond Cream); Ivory Stamp Club (P. & G., for Ivory Soap); RCA Concert Series; Babe Ruth (Quaker Oats); programs for Studebaker, Gulf Oil, Pure Oil.

WILLIAMS, WINIFRED LEE. Writer, news announcer, women's programs, WJIM, Lansing. (R) since 1935; various local shows. (P) organist, pianist.

WILLIAMS, WINTHROP. Singer, M. C., WDAF, (R) since 1927; local shows including Sunny Jim and His Dandies (Hecker H-O Co.); The Morris Plan Revelers (Morris Plan Co.); Over the Coffee Cups (A & P Stores); The Caterpillar Crew (Caterpillar Tractor Co.). (P) lumber business.

WILLIAMS, WOODY. Musician, WPAY, Portsmouth. (R) local shows.

WILLS, BLUNDON. Newscaster, musician, announcer, WCHS, Charleston. (R) since 1929; local shows on this station and WABC, New York. (V) Melody Boys & Dubray, 1927-28; Armand & Devore, 1930. (P) U. S. Army.

WILLS, HARRY. Announcer, continuity writer, WJMS, Ironwood. (R) various local shows.

WILLIS, FORREST L. Announcer, singer, pianist, WOKO, Albany. (R) since 1927; local shows including Montgomery-Ward's program, 1936. (V) 1923-24.

WILLIS, KARL. Announcer, program director, KCKN, Kansas City. (R) since 1934; various local shows. (P) accountant.

WILLIS, POLLY. Soprano—opera, light opera, popular — WFIL, Philadelphia. (R) since 1932; Radio City Party (Radio Corp. of America); Jane and Jane (Westinghouse Electric); also various local shows. (L) Rose Marie (Chicago Company). (V) Villa Venice. (P) high school music teacher.

WILLIS, RICHARD. Musician, singer, WSPD, Toledo. (R) since 1933; local shows on this station and WBZ, Boston. (F) Season's Greeting (Warner Bros.), 1934. (V) Arkansas Hillbillies; appearances at several N. Y. hotels.

WILLSON, MEREDITH. Musical director, KPO-KGO, San Francisco. (R) network shows include California Packing Co. and Crazy Water Crystals programs, also local shows for Veedol, Standard Oil, H-O Oats, Wesson Oil, Acme Beer. Cadillac and LaSalle, Signal Oil, and others. Conducted San Francisco Symphony at premiere of own Symphony Number One, 1936.

WILMER, WALTER. Network actor. (R) True Story program (Macfadden Publications), 1928-37; Helen Hayes' programs (Sanka Coffee), 1935-37; Andy Gump in The Gumps (Pebeco Tooth Paste), 1935-37; David Harum in program of that name (Bab-O), 1936-37. (L) Ben Hur; with E. H. Southern, Tom Powers and others over a period of 25 years; stock. (V) own act, 1913-17. (P) leather business.

WILSON, BILLY. Cowboy singer, guitarist, WCBA-WSAN, Allentown. (R) since 1935; local shows. (V) Medicine Shows; Lazy K Wranglers, 1935-37. (P) student.

WILSON, HARRIETT. Violinist, KNX, Los Angeles. (R) CBS sustaining shows; various local programs. (P) college.

WILSON, CLYDE. Hillbilly entertainer, KWTO, Springfield. (R) since 1935; local shows. (L) Uncle Wash and His Stumpjumpers, 1932.

WILSON, D. M. Announcer, actor, KIUL, Garden City. (R) various local shows.

WILSON, FRANK G. Musician, WALR, Zanesville. (R) local shows. (L) musical director, Cat and the Fiddle. (P) theatre organist, pit organist, 7 years.

WILSON, GEORGE EARLE. Director, KWTO-KGBX, Springfield. (R) local shows including Sears-Roebuck program. (L) Crooks For a Month; Nothing But the Truth; others.

WILSON, JAMES C. Network actor. (R) Heinz Magazine of the Air, 1937. (P) explorer, lecturer, author.

WILSON, JOE. Announcer, WMFG, Hibbing. (R) various local shows including Walgreen Drug Stores program. (L) Northwestern University Theatre, 1933-36. (P) manager, Lakeview Kakin Kamp.

WILSON, KATHLEEN. Actress, KPO-KGO, San Francisco. (R) various shows including One Man's Family. (L) Shakespearian Company, in England; Pasadena Playhouse.

WILSON, LLOYD. Announcer, WHN, New York. (R) since 1934; local shows including Ida Bailey Allen program, 1936; Yankee Network News Service, 1936.

WILSON, MURIEL. Network singer. (R) programs for Breyer Ice Cream, 1927; Philco, 1927-29; Maxwell House Coffee, 1929; Chase & Sanborn Coffee, 1930-32; Lucky Strike, 1931.

WILSON, R. B. Artist bureau head, announcer, WADC, Akron. (R) since 1930; local shows including Pennzoil Co. (News commentator), 1930-36; Amateur Shows (Goodyear Tire & Rubber Co.), 1935-37. (V) Amateur Shows, 1935-37. (P) store manager.

WILSON, STUART R. Announcer, KHJ, Los Angeles. (R) since 1935; local shows, including Easy Home Decoration (Magic Chef Gas Ranges), 1937; News Flashes (Bathasweet), 1937. (L) 10 years, local Little Theatre. (P) newspaperman.

WILSON, WARD. Network impersonator. (R) Royal Vagabonds; Death Valley Days (Pacific Coast Borax); Chats with Peggy Winthrop; Chase & Sanborn Program. (L) minstrels; La Scalla Opera Co. in Philadelphia.

WILLTTEN, VIRINGIA. Script and publicity writer, WBAP, Fort Worth. (R) various local shows, handling production on occasion. (L) 1929-30. (P) newspaper writer, commercial artist.

WINCHELL, WALTER. Network writer, commentator. (R) Walter Winchell (Jergen's Lotion), since 1933. (F) 20th Century-Fox. (V) small time; later personal appearances in film houses. Newspaper columnist.

WINKLER, BETTY. Network actress. (R) Edgar Guest in Welcome Alley (Household Finance); Girl Alone (Kellogg Co.); Grand Hotel (Campana Sales).

WINNINGER, CHARLES. Network actor. (R) Captain Andy in Maxwell House Show Boat (Maxwell House Coffee). (F) Night Nurse (Warner Bros.); Flying High (MGM); Show Boat (Universal); others. (L) The Yankee Girl, 1912; The Great Lover; Ziegfeld and Winter Garden productions; others. (V) with Blanche Ring.

WIMBROW, DALE. Producer, singer, M.C. writer, Michigan Network, Detroit, (R) local shows including Show Folks (Ward Baking); Goodrich National Tour; also programs for True Story, Chipso, La Palina Cigars. (V) A Knight in San Antone; Winter Garden Vanities. (P) salesman.

WING, JERRY. Announcer, KROC, Rochester. (R) various local shows. (L) stock; Northwestern Players; Thursten Players. (P) construction company.

WINN, LARRY. Rhythm singer WMCA, New York. (R) local sustaining shows. Sang with following orchestras: Jan Garber, Hal Kemp, Mal Hallett.

WINNE, WILLIAM. Announcer, actor. WOKO, Albany. (R) since 1936; various local shows.

WINNIE, RUSS. Announcer, assistant manager. WTMJ, Milwaukee. (R) since 1929; local shows. (P) real estate.

WINSTANLEY, ERNEST. Actor, assistant, sound technician, Michigan Network. (R) various shows, including Lone Ranger (Gordon Baking Co.), 1934-37. (F) commercials. (P) student.

WINTERS, ROLAND. Announcer, WNAC, Boston. (R) since 1934; local shows including Philip Morris show, 1934. (F) shorts (Paramount). (L) 10 years' experience. (P) student.

WINTHROP, BARBARA. Writer, KMBC, Kansas City. (R) local shows on this station and KTRH, Houston. (L) Music Box Theatre, 1929.

WISE, RUSSELL B. Announcer, WTAM, Cleveland. (R) various local shows including Standard Oil Co. of Ohio and Malt-O-Meal.

WISEMAN, ROYAL V. Announcer, KRE, Berkeley. (R) since 1934; various local shows on this station and KLX, KROW, Oakland.

WISMER, HARRY. Announcer, sports commentator, WJR, Detroit. (R) local shows on this station and WKAR, E. Lansing; WRUF, Gainesville, including football broadcasts (Standard Oil Co.), 1936.

WISNESKEY, GEORGE A. Musical director, WGAR, Cleveland. (R) since 1933; local shows including Steamer Good-Time (C & B Transit Co.), 1935; Parade of Choruses (Pilsener Brewing Co.), 1936. (P) school.

WITHAM, MERLE. Singer, WSBT-WFAM, South Bend. (R) since 1935; local shows

on this station and WDAF, Kansas City. (L) Miss Cherry Blossom, 1935; Pinafore, 1936; others.

WITMER, WEBB L. Announcer, WDAF, Kansas City. (R) since 1936; local shows. (L) The Mob; Death Takes a Holiday, 1931-32; others. (P) Standard Oil of Calif.

WITTE, LAWRENCE E. Radio commentator, WPG, Atlantic City. Radio columnist for the Continental Syndicate.

WITTMAN, HELEN. Singer, actress, WISN, Milwaukee. (R) various local shows.

WOLEVER, JACK. Announcer, actor, KCMO, Kansas City. (R) local shows on this station and WDAF, Kansas City, including Sendol program, 1937. (L) Brunks Players, 1931; Leslie E. Kell Players, 1932-35. (V) Nygaard's Copenhagen Ramblers, 1930.

WOLF, FREDERICK. Producer of nationality programs, WGAR, Cleveland. (R) since 1932; local shows.

WOLF, JOHN ALLEN. Network announcer. (R) Jack & Loretta (Kirkman's Soaps), 1936-37; others. (P) newspaper reporter.

WOLFE, JOHN. Singer, guitarist, KPO-KGO, San Francisco. (R) since 1925; various local shows, including Wesson Oil program, 1932. (V) John & Ned, 1925-35; Jingletown Gazette, 1936-37. (P) traffic manager, grain business.

WOLF, JOHNNY. Network actor. (R) Kaltenmeyer's Kindergarten (Quaker Oats).

WOLFE, WINIFRED. Actress, KPO-KGO, San Francisco. (R) since 1933; various shows, including Wheatenaville (Wheatena), 1933-34; One Man's Family, 1934 to date.

WOLFE, ED. Network actor, producer. (R) Pepper Young's Family (P. & G., for Camay Soap).

WOLFF, NAT. Network producer. (R) since 1928; Tidewater Oil Jubilee (Tidewater Oil Co.); Richfield Country Club (Richfield Oil Co.); Borrah Minevich & His Harmonica Rascals (Reid's Ice Cream); Tastyeast programs (Tastyeast Jesters, East & Dumke, Baby Rose Marie); Penthouse Parties (Eno's Fruit Salts); Jack & Loretta Clemens (Wilbert Floor Wax); The Street Singer (Dr. Scholls); Flying Red Horse Tavern (Socony Vacuum Oil Co.); Parties at Pickfair (Ice Industry of America); guest appearances on Show Boat, Lum & Abner, Hall of Fame, Rudy Vallee, Kate Smith programs; others.

WOOD, BARRY. Network singer. (R) programs for Drene Shampoo (Procter & Gamble), 1937. (V) appeared with Abe Lyman. (P) college.

WOOD, CLIFTON. Announcer, singer, WTAG, Worcester. (R) various local shows. (L) recitals and concert tours here and abroad, 1920-1925. (V) 1920. (P) singing teacher, chamber of commerce executive.

WOOD, JACK L. Singer, guitarist, announcer, KFEQ, St. Joseph. (R) since 1931; various local shows, including Georgie Porgie Breakfast Food Co., 1931-33; Crazy Water Crystals Co., 1933-35. (P) orchestra.

WOOD, RUSSELL A. Vocal director, arranger, Michigan Network. (R) various shows since 1934, including Lone Ranger (Gordon Baking Co.), 1937. (F) commercials.

WOOD, TRUDY. Network singer. (R) Packard hour starring Fred Astaire (Cadillac Motors).

WOODS, CHUCK. Entertainer, leader of "Southern Stars," KERN, Bakersfield, Calif. (R) since 1937; local show. (V) Purple Sage Riders, 1935.

WOODY, LOIS. Singer, KFBK, Sacramento. (R) since 1935; various shows, including Shell Chateau (Shell Oil Co.), 1936; Kellogg's program, 1936; other local shows. (F) Desert Song (Warner Bros.), 1930; Great Ziegfeld (MGM), 1936. (L) Desert Song, 1928-29.

WOODARD, TED R. Program director, engineer, announcer, WJRD, Tuscaloosa. (R) since 1927; local shows on this station and WOPI, Bristol; WHIS, Bluefield; WRDW, Augusta; WMFO, Decatur. (P) reporter.

WOODFIN, DOROTHY COMPERE. Dramatic director, WBAP, Ft. Worth. (R) since 1936; local shows, including Cosden Traffic Cop (Cosden Oil), 1936-37; Paul Whiteman's Musical Varieties (Woodbury), 1936. (L) little theatre. (P) high school, college teacher.

WOODHULL, HAY. Educational features, WNYC, New York. (P) author, lecturer, and teacher of history and literature.

WOODWARD, HUBERT L. Singer, WFAA, Dallas. (R) since 1934; local shows, including Ford Motor Co. program, 1934; Greyhound Travelers (Greyhound Bus Co.), 1935; Hinds Honey & Almond program, 1936.

WOODWARD, O'CONNOR. Announcer, WCHV, Charlottesville. (R) various local shows, including Questions & Answers (Dr. Pepper Bottling Corp.).

WOODWARD, LEE ("RED"). Musician, singer, WBAP, Ft. Worth. (R) since 1926; various local shows on this station and KGGM, Albuquerque; KGKO, Wichita Falls; KTAT, Ft Worth.

WOODWARD, VAN. Continuity writer, KMOX, St. Louis. (R) since 1934; local shows on this station and WMBH, Joplin; KXBY, Kansas City.

WOOLLCOTT, ALEXANDER. Network author, commentator. (R) The Town Crier (Granger Pipe Tobacco; Cream of Wheat). Newspaper dramatic critic.

WOOTON, WHITSON. Singer, WTJS, Jackson. (R) since 1936; local shows, including Ward's Serenaders (Montgomery Ward & Co.), 1937.

WORDEN, RALPH. News commentator, editor, WGAR, Cleveland. (R) since 1921; local shows, including Strange Facts (Hi-Speed Blue Flash), 1935-37. (P) newspaper editor.

WORTH, BETTY. Actress, WHN, New York. (R) since 1933; various shows, including March of Time, 1933-34; Macfadden True Story, 1935-37; Feenamint Amateur Hour, 1936-37; School of the Air (Dodge), 1936-37; Roadways of Romance (Tums); Kate Smith's Bandwagon (A & P) programs for Camel, Squibbs. (F) shorts (Warner Bros.). (L) Ziegfeld Follies; School for Virtue; others.

WORTH, LON B. Announcer, WNEW, New York. (R) local shows, including Milkman's Matinee (participating sponsorship; Krueger Brewing Co. Bulova Watch and others). (V) Musical director and pianist. Wrote and arranged music for Profundis.

WRAGGE, EDDIE. Network actor. (R) Bobby Benson (Hecker H-O Co.).

WRAGGE, ELIZABETH. Network actress. (R) Pepper Young's Family (P. & G., for Camay Soap).

WRAY, ALAN. Announcer, WMCA, New York. (R) since 1930; Today's Children (Pillsbury Flour Mills), NBC, 1933; other shows on this station and WHN, New York, including programs for Truly Warner and Phillips Milk of Magnesia. (F) trailers, travelogues. (L) Trial by Jury, 1921; Chocolate Soldier, 1924. (P) accountant.

WRIGHT, ACE. Entertainer, KPO-KGO, San Francisco. (R) since 1932; various shows, including Carefree Carnival (Crazy Water Crystals), 1934; Big Yank program (Big Yank Shirts), 1935; Winning the West (Occidental Life Insurance Co.), 1936.

WRIGHT, BURTON. Network actor. (R) Modern Cinderella (General Mills).

WRIGHT, BILL. Network writer, M.C., character actor. (R) Blue Monday Jamboree, Shell Show, Al Pearce's Gang, Gang Busters, Ford Motor Co., Floyd Gibbons program, Maxwell House Show Boat, True Story program. (L) stock. (V) Black Face Act, 1923. (P) newspaper work, advertising manager.

WRIGHT, FRED. Singer, comedian, Iowa Broadcasting Co. (R) various shows, including programs for Minit Rub, 1936; Stewart-Warner, 1937. (L) Musical Comedy Tabloid, 1921-28. (V) 1921-28. (P) army officer.

WRIGHT, HOLLIS C., JR. Sports announcer, writer, WNBX, Springfield. (R) since 1935; local shows, including Baseball Chat (Ford Dealers), 1935.

WYATT, EUSTACE. Writer. (R) Public Domain.

WYLIE, ALLISTER. Musical director, WIL, St. Louis. (V) local hotels. Formerly a member of Gene Rodemich, Carl Fenton, Ted FioRito orchestras; recordings for Brunswick with own band. (P) student.

WYLER ROSE. Writer. (R) Science Series for American School of the Air.

WYLLIE, WALCOTT A. Announcer, WTHT, Hartford. (R) Farm and Home Hour (NBC), also various shows on this station and WFLA, Clearwater; WSUN, St. Petersburg.

WYNNE, BETTY. Actress, continuity writer, KOA, Denver. (R) since 1935; various shows including Benjamin Moore Paint Co. program, 1934; Light of the West (Public Service Co.), 1936; Piggly Wiggly program, 1935-36. (F) commercials. (L) stock, 1934. (P) advertising agency.

WYNN, ED. Network comedian, composer, lyric writer. (R) Gulliver the Traveler (Plymouth Motors); Texaco Fire Chief (Texaco Gasoline); Ed Wynn (Axton-Fischer Tobacco for Spud Cigarettes). (F) Follow the Leader; Rubber Heels; The Chief. (L) Ziegfeld Follies of 1914; Passing Show of 1916; Perfect Fool; Manhattan Mary; Simple Simon; Laugh Parade. (V) since 1902.

WYNNE, RICHARD H. Announcer, KYA, San Francisco. (R) since 1935; various local shows including Associated Oil Co. program, 1936. (L) stock, 1927-28; another language, 1935. (P) student, salesman.

Y

YARBOROUGH, BARTON. Actor, director, KPO-KGO, San Francisco. (R) since 1930; directed Death Valley Days (Pacific Coast Borax), NBC, Hawthorne House (Wesson Oil), NBC, Sperry Sunday Special (Sperry Flour), NBC; also acted in Wheatenaville. (Wheatena), Orphan Annie (Ovaltine), Del Monte Happy Time, and others. (L) Interference (London production); season with Eva LeGallienne; stock. (P) college.

YODELLING TWINS, THE (GEORGE & JUANITA). Hillbilly singers, WNAC, Boston. (R) since 1936; Yankee Network sustaining program. (V) Yankee Network Radio Revue, 1936.

YORKE, HELEN. Singer, WHN, New York. (R) local shows including Ida Bailey Allen Program (Seaman Bros., Chef Boyarde, Scott Towels). (F) Crinoline Days (Warner Bros.), 1931. (L) several operas, including La Boheme, 1935; La Traviata, 1937. (V) Yorke & Johnson, 1929-34.

YOUNG, AGNES. Network actress. (R) Mrs. Wiggs of the Cabbage Patch (American Home Products).

YOUNG, CARLETON. Network dramatic actor. (R) Just Plain Bill (Kolynos Tooth Paste); Rich Man's Darling (Affiliated Products), 1936-37; Gang Busters (Colgate-Palmolive-Peet), 1936-37; Magazine of the Air (Heinz Co.); Our Gal Sunday (Anacin, Old English Floor Wax), 1937. (L) stock.

YOUNG, HELEN A. Singer, WMCA, New York. (R) since 1933; various local shows on this station and WEEI, WAAB, Boston, including Babes in Toyland (Sears Roebuck), 1934; Wheaties program, 1937. (V) 1934; night club, 1936. (P) student. Blue Bird recordings, 1930.

YOUNG, JAMES, JR. News editor and commentator, announcer, WLVA, Lynchburg. (R) various shows, including WLVA's Request Program (S. S. Kresge and Iowa Soap Co.). (L) summer theatre work. (P) student.

YOUNG, JOHN. Actor, announcer, WHBQ, Memphis. (R) since 1935; various local shows. (P) student.

YOUNG, JOHN S. Network announcer, commentator. (R) Flying Red Horse Tavern (Socony-Vacuum); Hammerstein Music Hall (Kolynos Tooth Paste); as John Watkins in Who's Who in Today's News (General Mills).

YOUNG, R. B. Announcer, KGVO, Missoula. (R) since 1936; local shows. (P) clerk.

YOUNG, RUSSELL. Announcer, WGN, Chicago. (R) Bachelor's Children (CBS); We Are Four (Mutual); also programs for Old Dutch Cleanser, Munsingwear, Rival Dog Food, Acme Lead and Color Works. (L) stock, 1934.

YOUNG, VICTOR. Network orchestra leader. (R) Al Jolson program (Lifebuoy and Rinso).

YOUNGBLOOD, ANNIE. Actress, KOMA, Oklahoma City. (R) various local shows.

YOUNGBLOOD, WESLEY. Announcer, commentator, KFYO, Lubbock. (R) since 1934; local shows on this station and KICA, Clovis. (L) Little Theatre productions. (P) clothing salesman.

YOUNGMAN, HENRY. Network master of ceremonies, monologist. (R) Kate Smith program. (V) night club engagements.

Z

ZAROVA. Singer, KPO-KGO, San Francisco. (R) since 1934; various local shows on this station and KHJ, Los Angeles, including Albers Milling program, 1936. (F) Metropolitan (with Lawrence Tibbett). (P) student.

ZIMMERMAN, DAVID F. Announcer, WSPD, Toledo. (R) since 1935; local shows on this station and WWJ, WJR, Detroit, including Mystery Serials (Mobile Gas), 1935; Sloane & Morell (Northwestern Ohio Gas Co.), 1936; Continental Baking Co., 1936-37. (F) commercials, 1935-36. (L) stock. (P) college.

ZINC, ALBERT H. Dramatic director, WEBR, Buffalo. (R) since 1931; various local shows on this station and WOR, WHAM, New York. (L) stock. (P) insurance business.

ZOHN, CHESTER. Program director (night programs), WTAM, Cleveland. (R) since 1927; various shows on this station and WADC, Akron, including Newlyweds (Durkee Famous Foods), (P) bank teller.

ZOOK, DONALD S. Actor, WMT, Cedar Rapids. (R) since 1936; local shows including Murphy Representatives (Murphy Products Co.), 1936; Nelson's Weather Master (B. F. Nelson Mfg. Co.). (L) stock, 1935. (P) pilot.

ZURSCHMIEDE, ELSA H. Concert singer, pianist, WGRC, New Albany. (R) since 1930; various local shows on this station and WHAS, WAVE, Kentucky. (P) secretary. Also sang in State Fairs, Liederkranz Singing Society.

ZWINK, JOHN R. Announcer, pianist, WABY, Albany.

ZWYGART, FRANK W. Singer, WCPO, Cincinnati. (R) since 1934; various local shows. (L) Silver Moon, 1935; Plantation Days, 1936. (V) 1934-37. (P) office work.

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A Few of the Programs, Sponsors and Agencies with Which We Have Been Associated:

Helen Hayes in "The New Penny"—Sanka Coffee—Young and Rubicam.
Beatrice Lillie—Dr. Lyon's Toothpowder—Blackett-Sample-Hummert.
Marx Bros.—Esso Gas—McCann-Erickson.
Sherlock Holmes—G. Washington Coffee—Cecil, Warwick & Legler.
Bob Hope—Woodbury's—Lennen & Mitchell.
Warden Lawes—Sloan's Liniment—Cecil, Warwick & Legler.
Hall of Fame—Lehn & Fink—Ruthrauff & Ryan.
Sketch Book—Socony Vacuum—J. Sterling Getchell.
Uncle Charlie's Tent Show—Procter & Gamble—Compton Adv.
Edger A. Guest in Welcome Valley—Household Finance—B. B. D. & O.
Leslie Howard in the Amateur Gentleman—Lehn & Fink—Kenyon & Eckhardt.
The Shadow—Blue Coal—Ruthrauff & Ryan.
City Desk—Gottfried Baking Co.—Lord & Thomas.
Mysteries in Paris—Bourjois—Redfield-Johnstone.
Will Rogers, George M. Cohan, Irving Berlin, Irvin S. Cobb—Gulf Oil—Cecil, Warwick & Legler.
Adventures of Bill Baker—A & P Bread—Paris & Peart.

TRANSCRIPTIONS

Dodge Motors	Davis Baking Powder	Socony Vacuum
Goodrich Tires	Lifebuoy Soap	Dixie Cups
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Clive Brook	Leslie Howard	Lois Wilson
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DRAMATIC SCRIPTS	PRODUCTION	PROGRAM DOCTORING
COMEDY MATERIAL		TRANSCRIPTIONS

In Association:

Edward Hale Bierstadt - Eleanor Troy Williams - Robert Ross

ARTIST BUREAUS

In this list are those bureaus acting as agencies or representatives for artists. Not included are the artist bureaus maintained by radio stations as captive subsidiaries from which to draw talent for their programs. These latter may be found under the station write-ups.

ASSOCIATED RADIO ARTISTS, 1650 Broadway, New York, N. Y. *Phone:* Circle 7-4452. *Executive:* Harry Moss, president.

HERMAN BERNIE, INC., 1619 Broadway, New York, N. Y. *Phone:* Circle 7-6344. *Executives:* Herman Bernie, president; Ben Bernie, vice-president; Dorothy Menzin, secretary-treasurer. *Branch offices:* 8555 Sunset Blvd., Hollywood.

CLEVELAND B. CHASE, 424 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-1720. *Executives:* Cleveland B. Chase, president; Harry W. Hoff, secretary, sales manager; Joe A. Cross, production manager.

COLUMBIA ARTISTS, INC., Columbia Broadcasting System, Inc., 485 Madison Ave., New York, N. Y. *Phone:* Wickersham 2-2000. *Executives:* Lawrence Lowman, vice-president in charge of operations. *Branch offices:* 5939 Sunset Blvd., Hollywood; Donald W. Thornburgh, vice-president in charge of Pacific Coast operations.

CONSOLIDATED RADIO ARTISTS, INC., RCA Building, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Columbus 5-3580. *Executives:* Charles E. Green, president; A. M. Richardson, secretary, assistant to president; Harry Berman, vice-president; Milton Roemer, manager; Frank Burke, publicity director. *Branch offices:* 838 Keith Bldg., Cleveland; Stanford Zucker, manager. 32 W. Randolph St., Chicago; Leo B. Salkin, manager. 109 N. Akard St., Dallas; J. W. Rubush, manager. 6253 Hollywood Blvd., Hollywood; C. E. Green, manager. (Note: This agency books orchestras only.)

CONSTANCE HOPE ASSOCIATES, 673 Fifth Ave., New York, N. Y. *Phone:* Plaza 3-3390. *Executives:* Constance Hope, president; Edith Behrens, manager.

CURTIS & ALLEN, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-4124. *Executives:* Charles H. Allen, Jack Curtis.

FANCHON & MARCO AGENCY, INC., RCA Building, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5630. *Executives:* John A. Partington, president; Harry C. Arthur, Jr., vice-president, treasurer; Samuel Shayon, assistant secretary. *Branch offices:* 5600 Sunset Blvd., Hollywood; Marco Wolff, manager. (Note: Other branch offices do not handle radio talent.)

MARK HANNA, 654 Madison Avenue, New York, N. Y. *Phone:* Regent 4-6250. *Executive:* Mark Hanna, owner.

LELAND HAYWARD, INC., 654 Madison Ave., New York, N. Y. *Phone:* Regent 4-7000. *Executive:* Leland Hayward, president. *Branch offices:* Affiliated with Myron Selznick & Co., Beverly Hills, Calif.

HESSE & McCAFFREY, 501 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-1076. *Executives:* Nelson S. Hesse and William McCaffrey, partners.

JESSE L. KAUFMAN, INC., 22 West 48th St., New York, N. Y. *Phone:* Pennsylvania 6-2409. *Executives:* Jesse L. Kaufman, president; A. L. Ferguson, secretary.

JACK LAVIN, Park Central Hotel, Seventh Ave. & 55th St., New York, N. Y. *Phone:* Circle 7-8000.

LEADING ATTRACTIONS, INC., 515 Madison Ave., New York, N. Y. *Phone:* Plaza 3-8093. *Executives:* L. Schaad, president, treasurer; Aaron Steiner, vice-president.

LENETSKA & ROSENTHAL, 607 Fifth Ave., New York, N. Y. *Phone:* Plaza 5-3403. *Executives:* Harry Lenetska, Mervyn Rosenthal, Heloise Lenetska.

MORT LEWIS, 1 Christopher Street, New York, N. Y. *Phone:* Chelsea 2-4132. *Executives:* Mort Lewis, president; Lester Lewis, secretary and treasurer.

LYONS, McCORMICK & LYONS, 1501 Broadway, New York, N. Y. *Phone:* Lackawanna 4-7460. *Executives:* Samuel T. Lyons, president; Arthur S. Lyons, vice-president. *Branch offices:* 520 California Bank Bldg., Beverly Hills; Samuel T. Lyons, manager. Commies, Ltd., 92 Regent St., London, W.; A. E. Vere Barker, manager.

GUMMO MARX AGENCY OF NEW YORK, 214 West 42 West 42nd St., New York, N. Y. *Phone:* Wisconsin 7-1480. *Branch offices:* Zeppo Marx of Hollywood, Inc., 8732 Sunset Blvd., Hollywood.

MILLS ARTISTS, INC., 799 Seventh Ave., New York, N. Y. *Phone:* Circle 7-7167. *Executives:* Irving Mills, president, treasurer; Jack Mills, vice-president; Samuel Jeffe Buzzell, secretary and counsel;

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William H. Wittler, assistant treasurer. *Branch offices:* 9132 Sunset Blvd., Hollywood, Calif.; Irving Mills, manager.

WILLIAM MORRIS AGENCY, INC., RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-2160. *Executives:* William Morris, Jr., president; Ruth Morris, vice-president; Abe Lastfogel, treasurer; John Hyde, general manager. *Branch offices:* William Morris Theatrical Agency, Oriental Theatre Bldg., Chicago; Morris F. Silver, manager. William Morris Agency, 8511 Sunset Blvd., Hollywood; Murray Feil, manager.

MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York, N. Y. *Phone:* Wickersham 2-8900. *Executives:* William R. Goodheart, general manager; David A. Werblin, assistant manager; Willard Alexander, Emanuel Sacks, Milton Pickman, Phil Bloom, Harold Hackett, Louis A. Mindling, Jack Carney, Lathrop Mack, Michael Markels, Joseph Wider, Elmer Gazley. *Branch offices:* 430 N. Michigan Ave., Chicago; Jules C. Stein, general manager; William H. Stein, assistant manager; Eddie Elkort, M. B. Lipsey, Charles Miller, Russell Facchine, Karl Kramer, Jim Breyley, L. Wasserman. Oviatt Building, Los Angeles: Taft Schreiber, general manager; Larry Barnett, assistant manager; Arthur Parks, Jr., Lyle Thayer, W. C. Tornroth, F. Mostraly. Union Trust Building, Cleveland: D'Arve G. Barton, general manager; Merle Jacobs, assistant manager. Tower Petroleum Building, Dallas: Norman Steppe, general manager; Hogan Hancock, assistant manager. 16 Old Bond St., W. 1, London: Earl Bailey, general manager; Lou Wolfson, assistant manager; Herman Stein.

NBC ARTISTS SERVICE, National Broadcasting Company, Inc., RCA Bldg., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-8300. *Executives:* Samuel L. Ross, manager; A. Frank Jones, John Potter, William Hillpot, Chester Stratton. *Branch offices:* Merchandise Mart, Chicago; Alex Robb, manager. 111 Sutter St., San Francisco; Larry Allan, manager. 1625 California St., Denver; J. A. Webber, manager. Hotel Bradford, Boston; Cleon B. White, manager. 5515 Melrose Ave., Hollywood; Bema E. Harshbeiger, manager.

BEN ROCKE, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7630. *Executives:* Ben Rocke, president, treasurer; Norman Livingston, secretary.

ROCKWELL-O'KEEFE, INC., RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7550. *Executives:* Thomas G. Rockwell, president; Michael Nidorf, vice-president; F. C. O'Keefe, treasurer (in charge of N. Y. office); Warren H. Pearl, assistant treasurer. *Branch offices:* 32 W. Randolph St., Chicago; Tom Thatcher, manager. 9028 Sunset Blvd., Hollywood; Thomas G. Rockwell, manager.

HARRY A. ROMM, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 6-1144. *Executives:* Harry A. Romm, president; Leonard Romm, general manager.

DOUGLAS F. STORER, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7672. *Executives:* Douglas F. Storer, president.

SUPREME RADIO COMPANY, 922 Eighth Ave., New York, N. Y. *Phone:* Columbus 5-4959. *Executive:* Leo Simons, general manager.

ROGER WHITE, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-4943.

WILSON, POWELL & HAYWARD, INC., 444 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-0410. *Executives:* F. LeRoy Wilson, president; Bruce Powell, vice-president, treasurer; Henry P. Hayward, vice-president, secretary; James V. Peppe, general manager; Joseph T. Shaw, director of authors and publishers.

WOLF ASSOCIATES, INC., RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Columbus 5-1621. *Executives:* Edward Wolf, general manager; Jack Rubin, script writer; William M. Koblenzer, sales manager; George S. Silver, agency sales; Jane West, Adelaide Marstone, writers. *Branch office:* 6912 Hollywood Blvd., Hollywood; L. Wolfe Gilbert, manager.

WOR RADIO QUALITY GROUP SERVICE, 1440 Broadway, New York, N. Y. *Phone:* Pennsylvania 6-8383. *Executives:* Nat M. Abramson, manager; Annette Marantz, Herman Paley, Edna Van Veen, Henry Frankel, Al Roth, Benjamin David, Albert Hoffman, Stella Birthoff.

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PROGRAM PRODUCERS

In this list is a number of those independent firms building programs, either wholly or in part, for agencies and their clients. Procedure usually is that an agency hiring one of these firms "farms" its production out, so to speak, for a fee agreed upon.

AIR FEATURES, INC., 247 Park Avenue, New York, N. Y. *Phone:* Wickersham 2-0077. *Executive:* James E. Sauter, president, treasurer.

AMERICAN RADIO FEATURES, 5658 Wilshire Blvd., Los Angeles, Calif. *Executives:* Frederick C. Dahlquist, president; Percy Friedlander, vice-president; George W. Prince, Jr., treasurer; L. D. Ross, secretary; Edwin H. Linsay, director of sales; David Taylor, production manager; Sherman McFedries, assistant production manager; Forrest Barnes, writer; James Knight Carden, director of research.

BATCHELOR ENTERPRISES, INC., 234 W. 44th St., New York, N. Y. *Phone:* Chickering 4-6204. *Executives:* Walter Batchelor, director of radio; Howard Reilly, assistant. *Branch office:* Walter Batchelor Agency, 8782 Sunset Blvd., Hollywood.

CLEVELAND B. CHASE, 424 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-1720. *Executives:* Cleveland B. Chase, president; Harry W. Hoff, secretary, sales manager; Joe A. Cross, production manager.

COLUMBIA TRANSCRIPTION SERVICE (Division of American Record Corp.), 1776 Broadway, New York, N. Y. *Phone:* Circle 7-6224. *Executives:* Richard W. Altschuler, president; L. W. Schneider, general sales; W. G. Monroe, general manager. *Branch office:* 952 North Michigan Ave., Chicago; Girard D. Ellis, manager.

WALTER CRAIG, 1 University Place, New York, N. Y. *Phone:* Gramercy 7-4999. *Executives:* Walter Craig, president; Kenneth Burton, assistant.

FANCHON & MARCO AGENCY, INC., RCA Building, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5630. *Executives:* John A. Partington, president; Harry C. Arthur, Jr., vice-president, treasurer; Samuel Shayon, assistant secretary. *Branch office:* 5600 Sunset Blvd., Hollywood; Marco Wolff, manager. (Note: Other branch offices do not handle radio production.)

FIELD, MOSES & JONES, 730 Fifth Ave., New York, N. Y. *Phone:* Circle 6-2677. *Executives:* John Moses, president in charge of program production; Harry Moses, vice-president; Waldwell Jones, treasurer, assistant program producer; Hiram S. Gans, secretary.

DAVID E. GREEN ASSOCIATES, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7159. *Executive:* David E. Green, president.

GROMBACH PRODUCTIONS, INC., Steinway Building, 113 W. 57th St., New York, N. Y. *Phone:* Circle 7-2678. *Executives:* Captain Jean V. Grombach, president; D. L. Provost, treasurer. *Branch offices:* 8 Newberry St., Boston; James Murley, manager. 6200 Franklin Ave.., Los Angeles; Emil Serdel, manager.

JACK HASTY, 6666 Whitley Terrace, Hollywood, Calif.

KASPAR-GORDON STUDIOS, INC., 140 Boylston St., Boston, Mass. *Phones:* Devonshire 7357-7358. *Executives:* Edwin H. Kasper, president and production manager; Aaron S. Bloom, secretary-treasurer, director commercial department, manager transcription division; Edmund N. Buzzell, manager recording division; Kent Young, recording engineer; Robert W. Graham, assistant production manager; Louise Hampton, merchandising to women.

KING FEATURES SYNDICATE, INC., 235 E. 45th St., New York, N. Y. *Phone:* Murray Hill 2-5600. Executives: J. V. Connolly, president; Ward Greene, executive editor; Bradley Kelly, associate editor; Frank Nicht, sales manager; Fred Smith, manager of radio department.

LEADING ATTRACTIONS, INC., 515 Madison Ave., New York, N. Y. *Phone:* Plaza 3-8093. *Executives:* L. Schaad, president, treasurer Aaron Steiner, vice-president.

MORT LEWIS, 1 Christopher Street, New York, N. Y. *Phone:* Chelsea 2-4132. *Executives:* Mort Lewis, president; Lester Lewis, secretary and treasurer.

R. U. McINTOSH & ASSOCIATES, INC., 2614 W. 7th St., Los Angeles, Calif. *Phone:* Federal 2074. *Executives:* R. U. McIntosh, president and general manager; C. Vannewkirk, production manager.

McKNIGHT & JORDAN, INC., 17 East 49th St., New York, N. Y. *Phone:* Eldorado 5-6110. *Executives:* Thomas H. McKnight, president; Wallis S. Jordan, secretary-treasurer, manager; Edith Meiser, vice-president.

C. P. MacGREGOR, 729 S. Western Av- Hollywood, Calif. *Phone:* Fitzroy 4191. *Executives:* C. P. MacGregor, president;

Paul Quan, treasurer; Amos T. Baron, sales manager.

MID-WEST RECORDINGS, INC., 24 South 7th St., Minneapolis, Minn. *Phone:* Atlantic 4461. *Executives:* Harold D. Field, president; F. W. Ferrin, vice-president; D. E. Field, treasurer; L. M. Knopp, general manager.

RADIO EVENTS, INC., 535 Fifth Avenue, New York, N. Y. *Phone:* Murray Hill 6-3487. *Executives:* Joseph M. Koehler, president; Georgia Backus, chairman of the board. *Affiliated companies:* Service Program, Inc.; Gladys Miller, director. Script Library, Genevieve Pace, general manager; Frank Conklin, business manager.

RADIO PRODUCERS OF HOLLYWOOD (Subsidiary of Radio Recorders, Inc.), 932 North Western Ave., Hollywood, Calif. *Phone:* Hollywood 3917. *Executive:* Lou R. Winston, president.

BEN ROCKE, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7630. *Executives:* Ben Rocke, president, treasurer; Norman Livingston, secretary.

ROCKWELL-O'KEEFE, INC., RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7550. *Executives:* Thomas G. Rockwell, president; Michael Nidorf, vice-president; F. C. O'Keefe, treasurer (in charge of N. Y. office); Warren H. Pearl, assistant treasurer. *Branch offices:* 32 W. Randolph St., Chicago; Tom Thatcher, manager. 9028 Sunset Blvd., Hollywood; Thomas G. Rockwell, manager.

HENRY SOUVAINE, INC., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5666. *Executives:* Henry Souvaine, president; Thomas L. Stix, vice-president; Archibald U. Braunfeld, business manager; Keith McLeod, Gordon Whyte, Nicholas Orlando, Albert G. Miller, Jack Roche, program directors. (A branch is being formed in Hollywood.)

STANDARD RADIO, 6404 Hollywood Blvd., Hollywood, Calif. *Phone:* Granite 0555. *Executives:* Gerald King, general and production manager. *Branch office:* 180 N. Michigan Ave., Chicago, Ill.; M. M. Blink, general and sales manager.

TRANSAMERICAN BROADCASTING & TELEVISION CORP., 521 Fifth Avenue, New York, N. Y. *Phone:* Murray Hill 6-2370. *Executives:* John L. Clark, president; E. J. Rosenberg, vice-president; Virgil Reiter, Jr., vice-president in charge of sales; Don Becker, executive program director. *Branch offices:* 333 N. Michigan Ave., Chicago; C. P. Jaeger, vice-president. 5833 Fernwood Ave., Hollywood; William Ray, manager.

UNITED PRESS ASSOCIATIONS, 220 E. 42nd St., New York, N. Y. *Phone:* Murray Hill 2-0400. *Executives:* Hugh Baillie, president; Edwin Moss Williams, general sales manager; Clem J. Randall, general business manager; Webb Artz, editor; Roy Kelly, radio sales and production.

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